

# User persona

This tool helps you to form a persona of key insights collected during your research and highlight their problems, attributes and goals they have.

### Details:

Add name, gender, age, location, occupation and key attributes

Male, 44  
Islington, London  
Uber driver  
Key attributes: Football fan, devoted, antistress

**Title:**

Give a short summary of what is written in the description

**Description:**

Describe in a few sentences the persona's frustrations, motivations and needs

Add a photo here

**Quote:**

“

“

### Goals: