



DISCRIPTIVE LABEL

NAME

AGE

JOB

STATUS

ABOUT

QUOTE

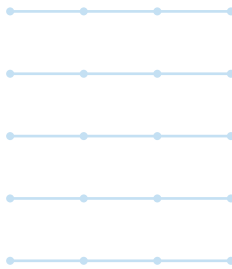
OVERAL GOALS

TASKS & RESPONSIBILITIES

PAIN POINTS & FRUSTRATIONS

pick 5 differentiating attributes or skills

AFFLUENCES & SKILLS



plot the users level

ENVIRONMENT

FEELINGS & ATTITUDES

INFLUENCES