

Creating a “Persona” Tool

(eXtension, 2020)

Persona¹² Name:

Picture:	Interests:	Powers:
Quote:		
Age:	Goals:	Daily Routine:
Profession:		
Bio:	Likes/Dislikes:	Motivation:

Objective

Identify your audience’s characteristics to understand and build empathy.

Instructions

Identify your target audience(s). Use the template above to create at least one Persona for each audience identified. Refer to [this article](#) for additional information.