





PERSONA SET – [SiteName]

				
NAME	[Name]	[Name]	[Name]	[Name]
ROLE	[Role]	[Role]	[Role]	[Role]
ATTRIBUTES	[Gender] [Age] years old [Qualifications] [Work Ethic/Qualities]	[Gender] [Age] years old [Qualifications] [Work Ethic/Qualities]	[Gender] [Age] years old [Qualifications] [Work Ethic/Qualities]	[Gender] [Age] years old [Qualifications] [Work Ethic/Qualities]
USAGE SETUP	[PC Type] [OS] [Screen size and type] [Screen Res] [Network Speed/Type]	[PC Type] [OS] [Screen size and type] [Screen Res] [Network Speed/Type]	[PC Type] [OS] [Screen size and type] [Screen Res] [Network Speed/Type]	[PC Type] [OS] [Screen size and type] [Screen Res] [Network Speed/Type]
FREQUENCY OF USE	[Low/Medium/High]	[Low/Medium/High]	[Low/Medium/High]	[Low/Medium/High]
MOTIVATION FOR VISITING SITE	[Motivator]	[Motivator]	[Motivator]	[Motivator]
GOALS	[Goals]	[Goals]	[Goals]	[Goals]
NEEDS FROM SITE	[Needs, including Information Needs]	[Needs, including Information Needs]	[Needs, including Information Needs]	[Needs, including Information Needs]
RELIANCE ON SITE	[Low/Medium/High]	[Low/Medium/High]	[Low/Medium/High]	[Low/Medium/High]
USAGE SCENARIOS	[Description]	[Description]	[Description]	[Description]