

Designer:

Client Name:



Attribute	The Character of the User
Age	
Occupation	
Family Situation	
Country /Countries and location	
Hobbies and Interests	
Attitudes to technology	
Key Values	
Dream Vacation	
Attitudes & preference for food and entertainment	
Main interests, newspapers, magazine, movies	
Personal strengths and weaknesses	
Next big life event	
Next big purchase	
What do they care about?	
Personality and character	

Complete the table in as much detail as possible, then use your notes to write up a pen portrait of the user.

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