

DESIGN THINKING

PERSONA



WHO IS SHE / HE?

PROBLEMS

Write down problems of your persona that are related with the scope of the project

NEEDS

What problems does your persona have that are related with the scope of your project?

HOW DOES IT WORK NOW?

How your persona
is dealing with the
problem now?

VALUES

What values are important for your persona?

MARK ON THE SCALE IF YOUR PERSONA:

Is interested in new eco-friendly solutions

Takes care about environment

Uses renewable energy

Has knowledge about sustainable transport

0	1	2	3	4	5
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○	○	○	○	○	○
○	○	○	○	○	○
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