

STORYWORLD: PERSONA

A storyworld helps us to understand the people we are designing with and for in their own world, which helps avoid stereotypes and assumptions.

DRAW YOUR PERSONA

Name:

PROFILE

What is their back-story?
(work life, home life, family life)

What is the current situation?

GOALS & MOTIVATIONS

What they are trying to achieve & why?

DEVICES & TECHNOLOGY

What things do they have with
or around them? (e.g. TV, mobile, car)

ISSUES & CHALLENGES

What are the barriers to achieving their goal?