# Design Thinking Persona

Picture
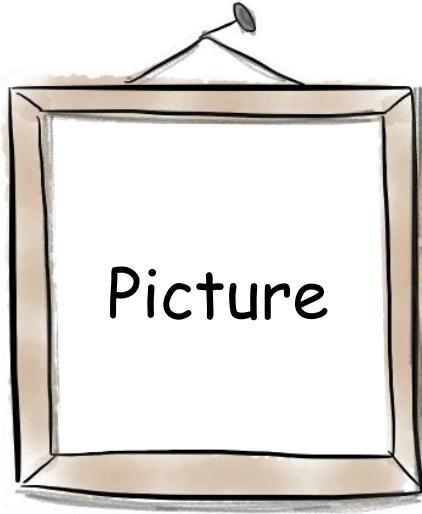
Name:

Background:

Job Title / Role:
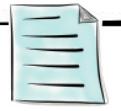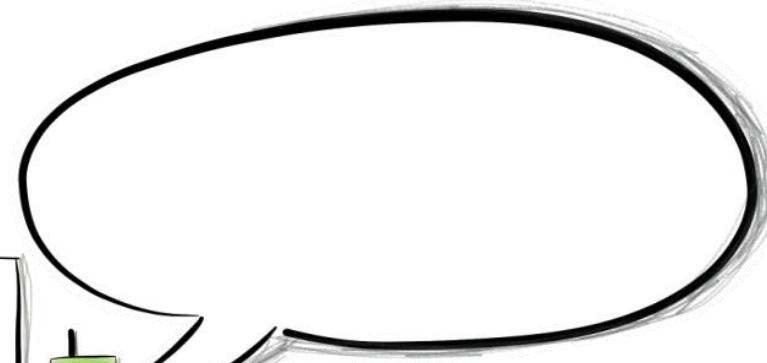
📝 JOB RESPONSIBILITIES

Main tasks and frequency:

🎯 MAIN GOALS

⚡ PAIN POINTS

⭐ NEEDS
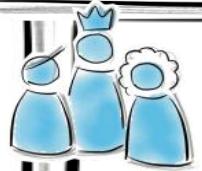
👥 STAKEHOLDERS

COMPETENCIES

Casual User		Power User
Proactive		Reactive
Work in team		Lone Fighter
Global focus		Local focus
Innovative		Conservative