



# Multiscreen UX Design **Persona Form**

For a detailed explanation and application see book, please: [ISBN: 9780128027295](#)

# Persona

Blank form (to fill in the relevant details)

Photo

Name

»Pigeonhole« (e.g. geek)

Statement as a quote (2-3 sentences)

Gender

Age






Marital status

Profession and education

Hobby and recreational activity

Media and device usage, technical affinity, digital competence

Type mapping to multiscreen user prototypes

							
Digital Outsider	Occasional User (Best Ager)	Occasional User (not very tech savvy)	Professional User	Trend User (Young)	Trend User (Gainfully Employed)	Digital Pros	Digital Avant-Garde
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Short description

Dislikes

General attitude (e.g., calm, impatient)

Role (in conjunction with the product and/or service)

Expectations (on the product and/or service)

Miscellaneous