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)

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 mappig to multiscreen user prototypes

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