<Date>

*Use Personas to describe how the system needs to behave from the user perspective.*

* *Who are the different people?*
* *What are their motivations?*
* *How do they use the system?*
* *What do they want to get out of it?*

Paula Portfolio Manager

|  |  |  |  |
| --- | --- | --- | --- |
| Name, Picture, and Title | Background Info | Pain Points | Wishlist |
| Fill out name and picture; alliteration is OK, but not required | List characteristics and behaviors.   * Consider demographics, job, lifestyle, spare time activities, attitudes, and common tasks | * What problems/pain should the product solve for this persona? * Why would the persona want to buy or use our product? | * What activities is this person most likely to use? * If we had to sell this product directly to this persona, what benefits would we sell? |

Process Manager

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| --- | --- | --- | --- |
| Name, Picture, and Title | Background Info | Pain Points | Wishlist |
|  |  |  |  |

Role

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| Name, Picture, and Title | Background Info | Pain Points | Wishlist |
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Role

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| Name, Picture, and Title | Background Info | Pain Points | Wishlist |
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| Name, Picture, and Title | Background Info | Pain Points | Wishlist |
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| Name, Picture, and Title | Background Info | Pain Points | Wishlist |
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| Name, Picture, and Title | Background Info | Pain Points | Wishlist |
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| Name, Picture, and Title | Background Info | Pain Points | Wishlist |
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Role

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| Name, Picture, and Title | Background Info | Pain Points | Wishlist |
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