<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

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| --- | --- | --- | --- |
| 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?
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 Process Manager

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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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 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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