

Portrait



Name and age

*Example: Alex Carter,
28 years old*

Main goals and objectives

What does the persona want / need to achieve?

Example: Ensure quick and accurate resolution of customer inquiries to maintain high satisfaction ratings.

Challenges

What is making it hard to achieve the objectives?

Example: there's no up-to-date information about flight delays, cancellations, or last-minute changes

Role, department and company

*Example: Customer Service Representative,
Customer Support Department, Thor Tours Travel Agency*

Experience at company

..... years / months

Main responsibility

What is the role's main purpose?

Example: Resolving issues related to booking errors, cancellations, or itinerary changes.