Product Management First Steps

with Doug Winnie



Persona Worksheet

Instructions

Use this worksheet to build a persona for your product. Give your persona a name and write a brief narrative for them. List the things they like, the things they don't like, and any other relevant information that is important to them and your product.



Name		

Persona Type Product Marketing Other:

Persona Narra	ative		

Likes		

Dislikes		