**Persona template**

| **Name**Age: Occupation:General Experience:**Goals and motivations** *(eg tasks that can be accomplished on the site: “Register for,” “Shop an item,” etc.)***Experience Goals***(How they want to feel after using the site: “confident that he/she can shop online” etc.)***Frustrations***(eg list things that need improvements on the site.)* |  |  | **IT skill level** *(eg advanced, intermediate, basic, average weekly hours web use, favourite websites/mobile apps, use of other Warwick IT systems)***Key tasks***(eg top three tasks this person needs to do on the site)* |
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