**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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