

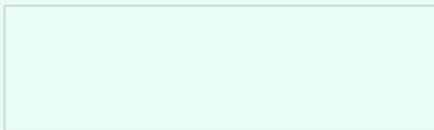
# Persona Worksheet

Use multiple copies of this worksheet to describe the differing perspectives of people participating in your study. This will help you to test your assumptions and reveal potential gaps in knowledge with respect to your participants' needs.

Insert an image that conveys who person is (eg, cartoon, illustration, stock photo)

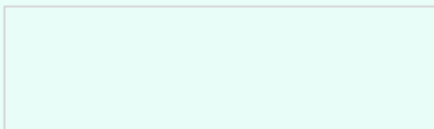
## DEMOGRAPHICS

Try to go beyond common demographics such as age, gender and zip code to describe factors such as occupation, marital status, living arrangements, income, etc.



## PRIORITIES

What matters most to this person?

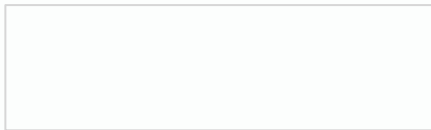


Start here!

**INDIVIDUAL.** Describe the personal factors that lead to and impede healthy behaviors for this individual.

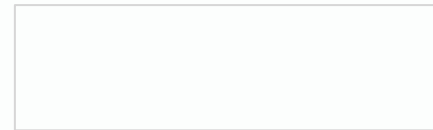
## MOTIVATION

How might this person's priorities reinforce or compel new, healthy behaviors?



## BARRIERS

How might this person's priorities pose barriers to new, healthy behaviors?



**CONTEXT.** Describe the things and people that support and prevent the adoption of healthy behaviors.

## SUPPORT

What external forces or circumstances encourage the adoption of new, healthy behaviors? How is this person responding to those?



## CHALLENGES

What external forces or circumstances discourage the adoption of new, healthy behaviors? How is this person responding to those?



**FOOD.** Describe this person's relationship with food, from intent to consumption.

## RELATIONSHIP

What is this person's relationship to food? What is their food heritage?



## HABITS

What are this person's habits around purchasing and consuming food?

