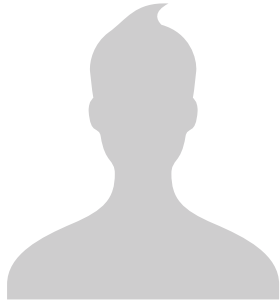


Jobs-to-be-done Persona Template



Name:



Demographics:



Main Problems/
Jobs-to-be-done



Situations (before
use or purchase)



Anxieties/Fears/
Concerns



A Quote: what they say in their own words



Where to find them / where they find us