

# Persona mapping template



Mapping out different personas next to each other helps us to see where there are groupings and gaps. This way we get a better overview of the people we're designing for and this also allows us to concentrate on certain attributes or consider ones we may have missed.

**Age:** Under 18 ————— Over 65

**Gender:** Female ————— Male

**Tech savviness:** Low ————— High

**Tech usage:** Casual ————— Frequent

**Knowledge of this service:** Weak ————— Strong

**Sharing habits:** Private ————— Open

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A vertical grid for mapping personas. It consists of eight rows. Each row has a dotted line on the left for a name, a dotted rectangular box for a photo, a horizontal line with dots at both ends for a title or role, and another dotted rectangular box on the right for a description or notes. The background features large, overlapping, semi-transparent shapes in light red, light blue, light yellow, and light grey.