

図解 **ペルソナ作成の際に書き出す主要な項目**

ペルソナを作るときは、できるだけ具体的に。
1人に絞らずに、すべてのペルソナについて1枚ずつ書き出そう。

The diagram features a central grey silhouette of a man in a suit with his hands on his hips. Above his head is a large orange question mark. Surrounding this central figure are nine empty speech bubble boxes, each with a question label in Japanese. The boxes are arranged in three rows: the top row has three boxes, the middle row has two boxes flanking the central figure, and the bottom row has three boxes.

氏名は？

年齢は？

住所は？

職業は？

勤務先は？

年収は？

家族構成は？

趣味は？

性格は？

ライフスタイルは？