DI User Persona Template

Name:

Age:

Occupation:

Location:

Quote:

Description:

Key Words:

DI Indicators:

Skills:

Access:

Motivation:

Trust:

Barriers / blockers:

Digital devices:

Main online interactions:

Values:

Central government services used:

Level / frequency of engagement with government:

Preferred methods of engagement with government services:

Pain points:

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Assumptions to be validated:

Unknowns: