

Name

Quote

What's something you'd hear this person say?

sketch

Details

Job title, age, experience, interests, type of company, company size

Needs/wants

I want to...
I need to...

Goals

What does this person need to do to be successful?

Motivations

Why does this person want to use Barkly?

Responsibilities

I have to...

Pain points

I'm frustrated by ___
___ ruins my day
I could do my job better if...