Persona type...

Name...

Age...

Location...

Technical comfort...

Job..

Back Story

Tell us a bit about their lives….

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Motivation

What concerns do they have? Why do they need the MyNeighbourhood website/service? How have they found out about the website?

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Frustrations

What's stopping them from choosing the website or what's annoying them?

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Ideal Experience

Their story, including features and content that will help them have a great experience….

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Quote

Sum up their experience with MyNeighbourhood. Positive or negative…

"

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