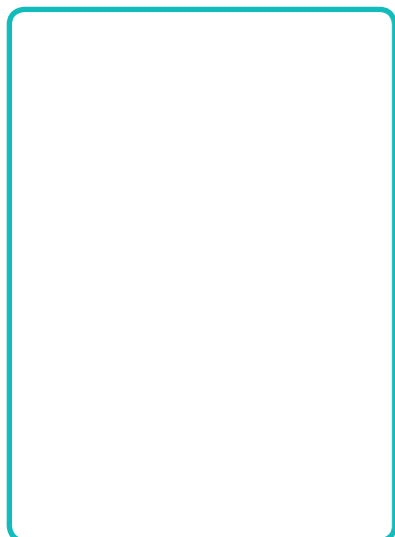


Persona n°



Name \_\_\_\_\_

Age \_\_\_\_\_

Activity \_\_\_\_\_

Verbatim : « \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_ »

Its relation with the city :

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Tranquil  Busy

Sedentary  Mobile

Not connected  Connected

Needs : \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Fill free to complete your persona according to your subject

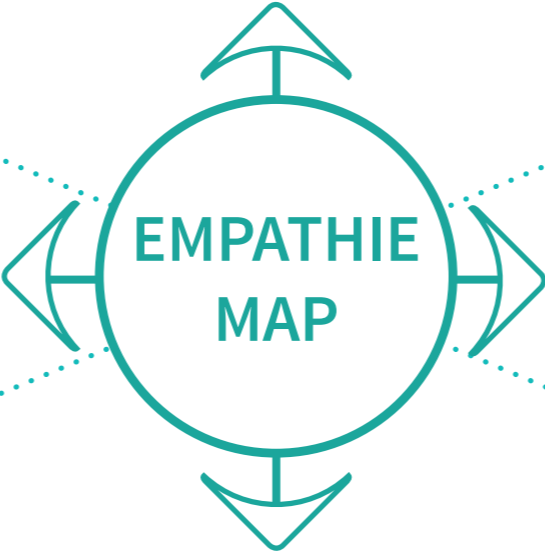
Persona n°

What does he / she  
**THINK & FEEL ?**

*What really counts  
major preoccupations  
worries & aspirations*

What does he / she  
**HEAR ?**

*What his acquaintances / media say*



What does he / she  
**SEE ?**

*Environment, friends, media...*

What does he / she  
**SAY & DO ?**

*Attitude in public  
behaviour toward others*

**PAIN**

*Fears / frustrations / obstacles*

**GAIN**

*Wants / needs / measures of success  
obstacles*