

## MODULE #1



# Defining user personas



## VITAMIN

- Age
- Daily Routine
- Location
- Profession
- What do they do in their free time?
- How much \$\$ do they spend on their hobbies

## PAINKILLER

- Age
- Daily Routine
- Location
- Profession
- What are their current pains?
- How much do they pay to relieve their pain right now?

