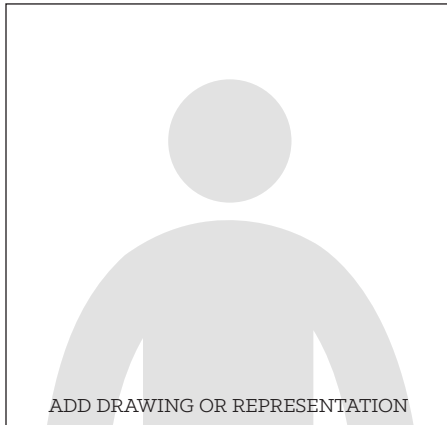


I want to concretely know the people I'm designing for  
by visualizing their behaviors and key characteristics

**PERSONAS**

**PERSONA TYPE** (e.g. the "Advocate")

**PERSONA NAME** (e.g. "Susan")



**PERSONALITY TRAITS**



**WHO AM I?**

**MY ASPIRATIONS & DREAMS**

**MY INTERESTS**

**THREE REASONS FOR ME TO ENGAGE WITH UH**

1

2

3

**THREE REASONS FOR ME NOT TO ENGAGE WITH UH**

1

2

3

**MY BEHAVIORS WHEN IT COMES TO MY HEALTH**

**DESCRIPTION OF FINANCIAL / CONSUMER BUYING HABITS**