



Persona Worksheet

LIFE ACTIVITY

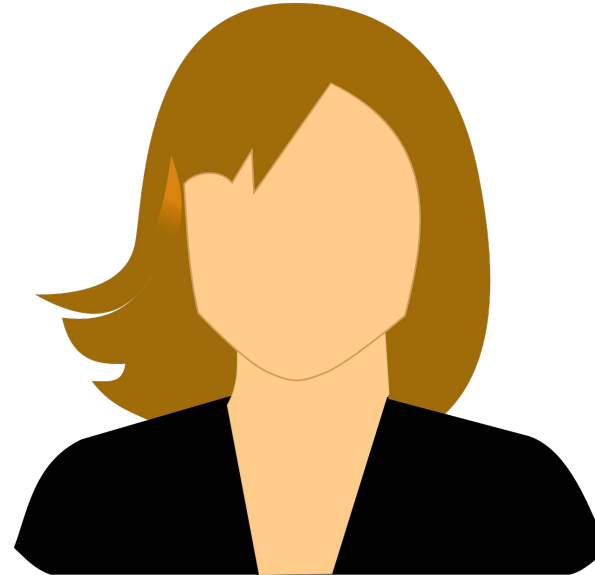
professionally active, pensioner, unemployed,
at home with children, etc

HOPES

What are this person's hopes related to
the FINLIT course?

FEARS

What are this person's fears related to the
FINLIT course?



NAME :

GENDER:

AGE:

FINANCE-RELATED KNOWLEDGE

What does this person know about
finance management? What are the
sources of this person's knowledge?
Other important information on the
topic

EDUCATIONAL NEEDS

What does this person really need?

OTHER NEEDS

psychological, social, physical?