



# Persona Worksheet

## LIFE ACTIVITY

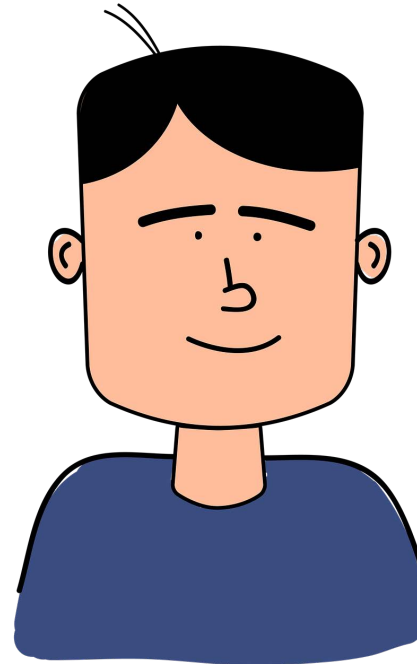
professionally active, pensioner, unemployed,  
at home with children, etc

## 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?