# Persona card

Name + pron

Age

Hobby

Quote

Location

Education
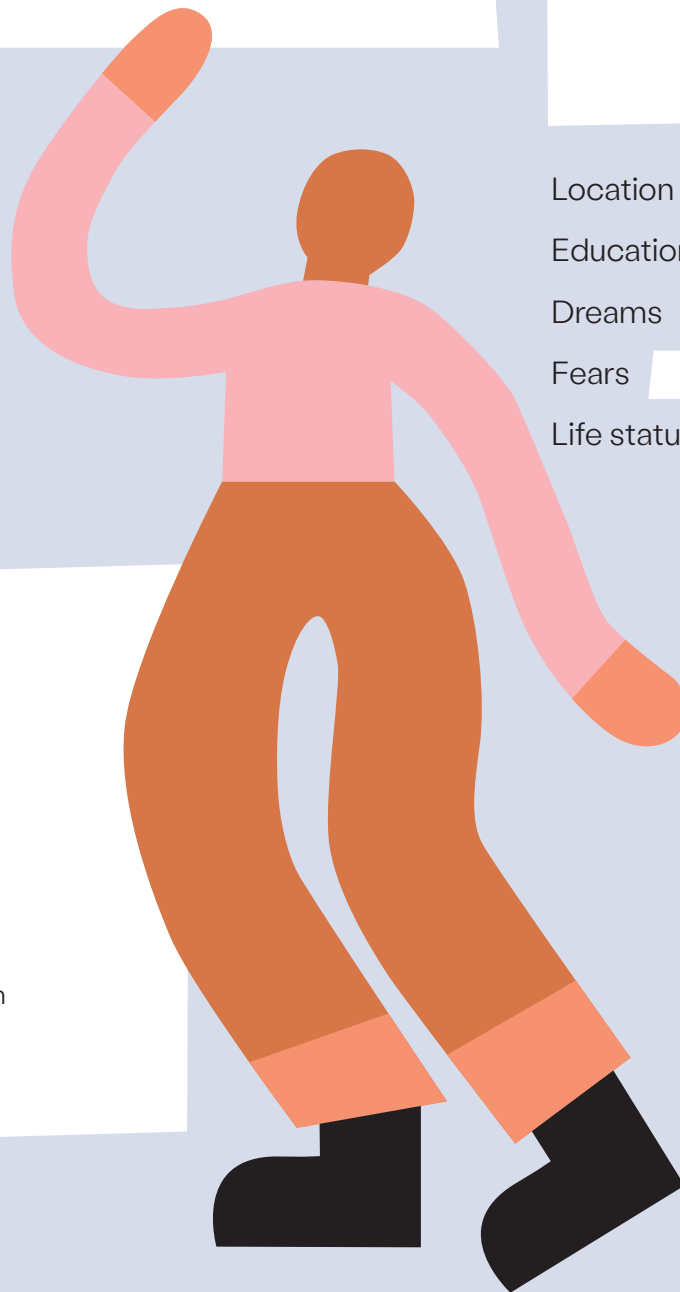
Dreams

Fears

Life status

Rank from 1 to 5

*where 1 is the highest priority
and 5 is the lowest*

☐ Price driven

☐ Functionality driven

☐ Quality driven

☐ Environmentally driven

☐ Aesthetically driven

Place an 'X' on the lines

Sustainability awareness

Willingness to act

Community oriented

Danish Design Center

# Persona card

Name + pron
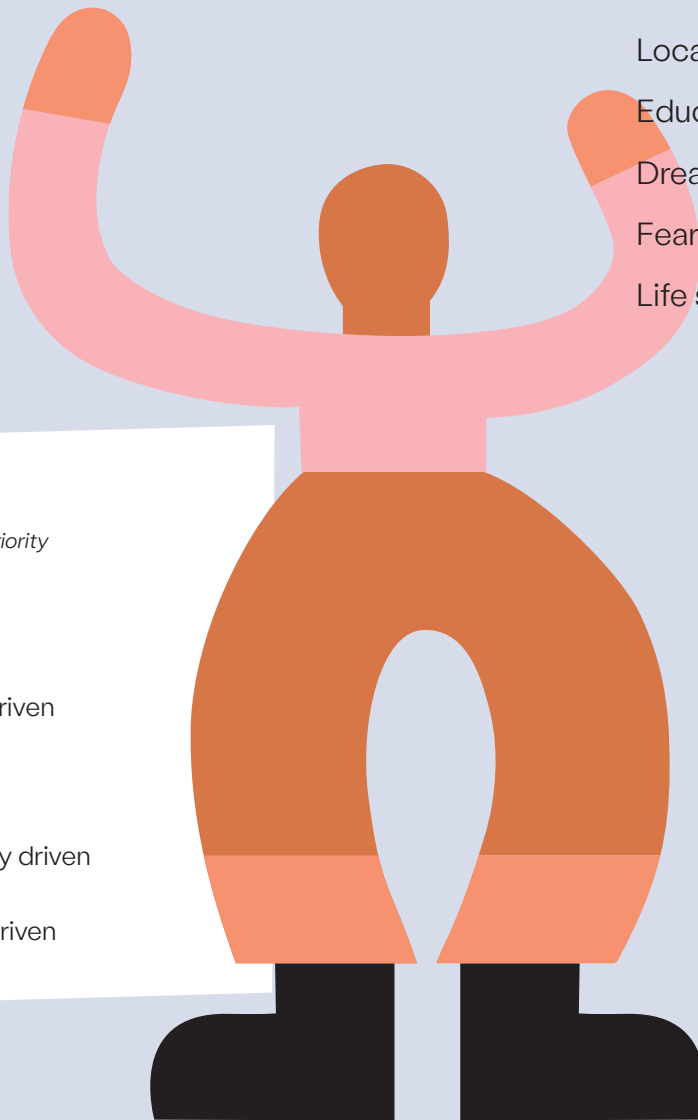
Age

Hobby

Quote

Location

Education

Dreams

Fears

Life status

Rank from 1 to 5
*where 1 is the highest priority
and 5 is the lowest*

☐ Price driven

☐ Functionality driven

☐ Quality driven

☐ Environmentally driven

☐ Aesthetically driven

Place an 'X' on the lines

Sustainability awareness

Willingness to act

Community oriented

Danish Design Center

# Persona card

Name + pron

Age

Hobby

Quote

Location

Education

Dreams

Fears

Life status

Rank from 1 to 5
*where 1 is the highest priority
and 5 is the lowest*

☐ Price driven

☐ Functionality driven

☐ Quality driven

☐ Environmentally driven

☐ Aesthetically driven

Place an 'X' on the lines

Sustainability awareness

Willingness to act

Community oriented

Danish Design Center

# Persona card

Quote
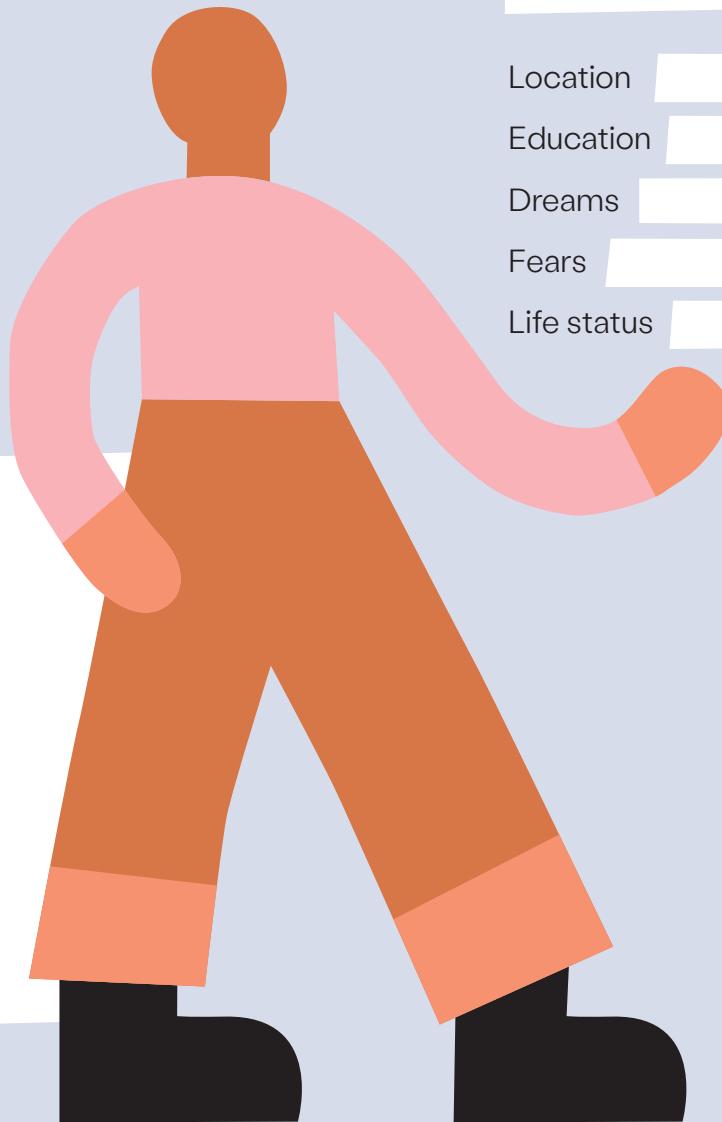
Name + pron

Age

Hobby

Location
Education
Dreams
Fears
Life status

Rank from 1 to 5
*where 1 is the highest priority
and 5 is the lowest*

☐ Price driven

☐ Functionality driven

☐ Quality driven

☐ Environmentally driven

☐ Aesthetically driven

Place an 'X' on the lines

Sustainability awareness

Willingness to act

Community oriented

Danish Design Center