

# PULSE PERSONA RESEARCH TEMPLATE

Map the root drivers of your most critical experience breakdown and the damage it creates downstream.

## WHO THEY ARE

### PROFILE

Name, background, context

### FUNCTION

What part do they play in this situation?

### WHAT DRIVES THEM

What matters most to them in this context?

## WHAT THEY WANT & WHY

### IMMEDIATE OBJECTIVE

What outcome are they trying to reach?

### DESCRIBE IT AS...

Qualities and characteristics of that ideal outcome

### UNDERLYING MOTIVATION

What is the deeper reason this matters to them?

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## HOW THEY BEHAVE

### ACTIONS

How do they go about getting what they need?

### WHAT THIS TELLS US?

What functional and emotional needs does this reveal?

### WHAT THEY VOICE

What do they say openly, what they like, dislike, find difficult?

### WHY THEY DON'T SAY

What signals, hesitations or unspoken cues have you noticed?