STORY
LOGIC NET

✂ Persona Card (Advanced)

NAME

STORY
LOGIC NET

FAKE CROW

PERSONA TEMPLATE

AGE _____

OCCUPATION _____

STATUS _____

LOCATION _____

TIER _____

ARCHETYPE _____

IMAGE

QUOTE

_____

_____

_____

MOTIVATIONS (Shade bar to desired level)

Incentive

Fear

Acheivement

Growth

Power

Social

GOALS   (The objectives this person hopes to acheive)

• _____

• _____

• _____

FRUSTRATIONS   (The pain points they'd like to avoid)

• _____

• _____

• _____

BIO

_____

_____

_____

_____

_____

_____

_____

_____

PERSONALITY

Extrovert   Introvert

Sensing   Intuition

Thinking   Feeling

Judging   Perceiving

TECHNOLOGY

IT and Internet

Software

Mobile Apps

Social Networks

BRANDS

Source: https://fakecrow.com/wp-content/uploads/2014/04/FakeCrow_Persona_PrintVersion2.jpg

Instructions

Print out the card and give it to a student or a group of students. Ask them to fill it in as they like. Then they are required to act and think as the persona they described when creating their story and use a personal narrative approach for it.

This is a generic persona card for a character living in the real, contemporary world. The "Brands" element refers to known product brads (e.g. clothes, shoes, technology products) that the character likes and/or use every day, which may reveal aspects of his/her personality.

The template can be adjusted to fictional worlds too.

Suggestions

1. You can introduce character images by printing photos and gluing them in the image section of the persona template. This can be more provocative for the students' thinking
2. This is more suitable for characters of a story taking place in the real, contemporary world
3. Try creating your own persona cards to suit your needs
4. Search the internet for persona examples. The following is an example from the Game of Thrones
   https://www.justinmind.com/blog/user-personas-which-game-of-thrones-character-is-yours/