



Who am I?

Illustration
(e.g. drawing or collage)

Key phrase
(e.g. from the interview documentation)

About me
What is my name?
What type of person am I?
What is my gender? (m/f/d)
How old am I? (range)

My profession
What did I train as? Where do I work? What is my area of work in the organization?

Personal background
Where do I come from?
What is my life story in miniature?

What am I like?

My interests
What do I spend my free time doing? What do I like?
What do I read, watch and listen to regularly?

My challenges
What is challenging in my work? In day-to-day life?
What gives me trouble or causes me headaches?

My behavior
What are my routines, rituals, daily habits like?

My moments of success
What are my moments of professional success?
In my private life? What do I particularly enjoy about my work?

My needs
What do I need? At work?
In day-to-day life?
What is essential to me?
What am I lacking?

My goals
What am I striving to achieve?
Where am I heading?
What is my personal goal?

What do I think about the idea?

Fictitious quote
(e.g.: What conclusion do I draw after the first application?)

Pros:

What value does the idea offer me?
Why do I like the solution?

Contra:

What is stopping me from applying the solution? What causes resistance?