

PERSONA PROFILE WORKSHEET

This tool serves as a guide for how a persona should be reflected in the engagement environment. Depending on the operational goals, the level of detail necessary for a persona may vary. This profile is intended to help operators scope the level of detail needed for a given persona by identifying the basic attributes that should be reflected in the environment. Having defined profiles is important for consistency when a persona(s) is operated by multiple deception operators throughout the course of an operation.

The MITRE Engage™ Team has adapted a version of MITRE Innovation Toolkit's Persona tool. Use this worksheet as a starting point when determining which details are necessary to support your engagement narrative. Some operations will require additional details or may only require a subset of these character traits. Your operational objectives and engagement narrative will help you to make those assessments.

For more information on the MITRE Innovation Toolkit, check out itk.mitre.org.

PERSONAS: IDENTIFY VICTIM PROFILES FOR YOUR DECEPTION NARRATIVE

PERSONA	PATTERN OF LIFE	GOALS
Name:	Works Hours:	
Date of Birth:	Sleep Schedule:	
Geographical Area:	Interests:	
Role/Title:		
Background:	Typical Websites Visited:	CRITICAL TASKS
	Additional Habits:	
Persona Start Date:	Username/Passwords:	

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