

PERSONA 1

AGE _____

OCCUPATION _____

STATUS _____

LOCATION _____

TIER _____

ARCHETYPE _____

IMAGE

QUOTE

MOTIVATIONS (shade bar to desired level)

INCENTIVE

FEAR

ACHIEVEMENT

GROWTH

POWER

SOCIAL

GOALS (the objectives this person hopes to achieve)

- _____
- _____
- _____

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

PERSONA 2

TEAM:

YOUR 'PERSONA'

NAME, AGE AND OCCUPATION

I LIVE...

WELL, REGARDING MY FAMILY, IT IS SIMPLE...

MY HOBBIES AND PASSIONS...

A TYPICAL DAY FOR ME WOULD BE...

MY DREAMS, MY VALUES... THAT IS A DIFFICULT QUESTION!!

FOR ME, THESE VIDEOS ACTUALLY RAISE A COUPLE OF ISSUES...

PERSONA 3

