



Persona

name: _____

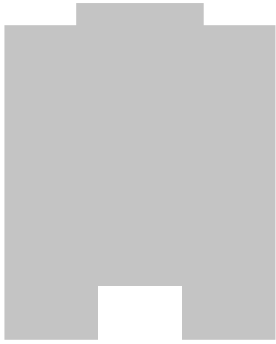
| | | |
|--|--|---------------------------|
| name gender age status occupation location |  | bio |
| | quote | interests |
| personality  extrovert <input type="text"/> introvert <input type="text"/> observing <input type="text"/> intuition <input type="text"/> thinking <input type="text"/> feeling <input type="text"/> judging <input type="text"/> perceiving <input type="text"/> | goals in context | preferred channels |
| | frustrations in context | brands |

date: _____

Inspired by the Buyer Persona developed by Tony Zambito.

Organisata

name _____

| | | |
|--|--|---------------------------------------|
| name industry products & services company size location |  | target customers |
| | mission statement | channels |
| offering | goals in context | new trends & opportunities |
| | frustrations in context | threats |

date _____

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