

# AUDIENCE PERSONA TEMPLATE

## - EXAMPLE -

INSERT A PHOTO  
FOR THIS PERSONA

### PERSONA NAME + JOB-TITLE

Name:

Job title

### DEMOGRAPHICS

Age:

Household composition:

Gender:

Location:

Education level:

### INTRODUCTION

Briefly introduce your persona. How would they describe themselves?

### GOALS & ASPIRATIONS

What are their goals in life:

### VALUES

What do they value?

### CHALLENGES:

What challenges are they facing and what expectations do they have for your product or service to solve this?

### INTERESTS

What are their interests & hobbies?

### BEHAVIORS

Do they have any particular behaviors?