

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?