

PERSONA TEMPLATE

IMAGE

BACKGROUND

JOB:

FAMILY:

DEMOGRAPHICS

AGE:

INCOME:

LOCATION:

GENDER:

WHAT CAN WE DO?

HOW CAN WE HELP THEM ACHIEVE THEIR GOALS?:

WHAT TONE OF VOICE SHOULD WE USE?

WHICH CELEBRITY ARE THEY?

WHAT ARE THEIR BRAND ASSOCIATIONS?

WHAT ARE THEIR OTHER INTERESTS?

BIO

WHAT IS THEIR DIGITAL CAPABILITY?

LIMITED BASIC ADVANCED

WHAT IS THEIR LEVEL OF TRUST/DATA SHARING?

LOW MEDIUM HIGH