


persona

name _____

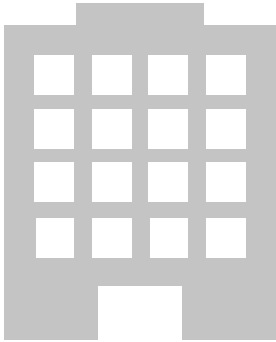
<p>name</p> <p>gender</p> <p>age</p> <p>status</p> <p>occupation</p> <p>location</p>		<p>bio</p>
	<p>quote</p>	<p>interests</p>
<p>personality</p> <p>extrovert <input type="text"/> introvert <input type="text"/></p> <p>observing <input type="text"/> intuition <input type="text"/></p> <p>thinking <input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

date _____

Inspired by the Buyer Persona developed by Tony Zambito.

organisata

name _____

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

date _____

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