

NAME



PERSONA TEMPLATE

AGE _____

OCCUPATION _____

STATUS _____

LOCATION _____

TIER _____

ARCHETYPE _____

MOTIVATIONS (Shade bar to desired level)

Incentive
Fear
Acheivement
Growth
Power
Social

GOALS (The objectives this person hopes to acheive)

- _____
- _____
- _____

FRUSTRATIONS (The pain points they'd like to avoid)

- _____
- _____
- _____

BIO

PERSONALITY

Extrovert	Introvert
Sensing	Intuition
Thinking	Feeling
Judging	Perceiving

TECHNOLOGY

IT and Internet

Software

Mobile Apps

Social Networks

BRANDS

IMAGE

QUOTE
