User Persona Type

| Trait 1 | Trait 2 | Trait 3 | Trait 4 |

Goals

- A task that needs to be completed.
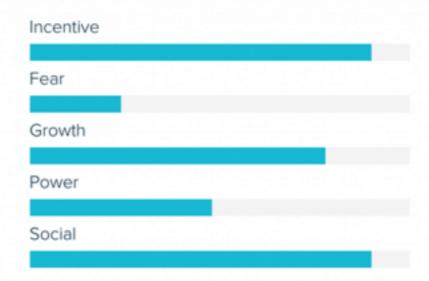- A life goal to be reached.
- Or an experience to be felt.

Frustrations

- The challenges this user would like to avoid.
- An obstacle that prevents this user from achieving their goals.
- Problems with the available solutions.

"A quotation that captures this user's personality."

Age: 1-100
Work: Job Title
Family: Married, kids, etc.
Location: City, state
Character: Archetype

Bio

The bio should be a short paragraph to describe the user journey. It should include some of their history leading up to a current use case. It may be helpful to incorporate information listed across the template and add pertinent details that may have been left out. Highlight factors of the user's personal and of professional life that make this user an ideal customer of your product.

Remember - you may modify this template, remove any of the modules or add new ones for your own purpose.

Personality

| Introvert | | Extrovert |

| Thinking | | Feeling |

| Sensing | | Intuition |

| Judging | | Perceiving |

Motivation

Incentive

Fear

Growth

Power

Social

Brands & Influencers

Preferred Channels

Traditional Ads

Online & Social Media

Referral

Guerrilla Efforts & PR