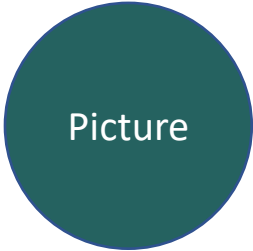



Persona Template




Name

Age


Occupation




Wants, expectations, & wants



Personal Data




Attitude and Motives




Applicable jobs

“ Customer Quote

”



Problems & Issues



Preferences for product or channel