Target Audience Persona Document Example

Persona Name

_____

Demographics

Age: _____

Gender: _____

Location: _____

Education: _____

Income: _____

Occupation: _____

Background

Marital Status: _____

Family: _____

Lifestyle: _____

Goals & Motivations

_____

_____

_____

Challenges & Pain Points

_____

_____

_____

Preferred Channels

_____

_____

Personality Traits

_____

_____

Brand Affinities

_____

_____

User Quote

"_____"