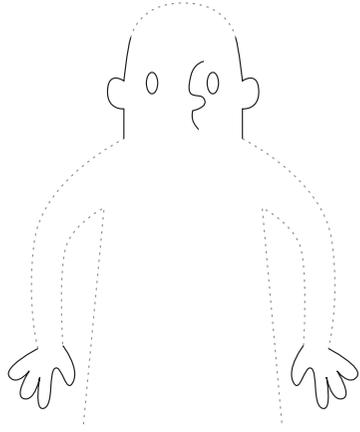


Persona Profile



Interests:

What do they spend their time on? What enlivens them? What do they read, watch, listen to?

Powers:

What resources do they control? What can they do, master? Who do they have influence over?

Name:

Fictionalize it

Profession:

Be very specific

Age:

Choose a number, not a range

Personal background:

Mini life story - Hometown, family, schooling, work, etc.

Needs:

What do they need, in their life, in their work? What's essential for them, what do they require? What's missing?

Behaviors:

What are their routines, buying, free time, rituals?

Values:

What carries meaning for them? What's their moral compass? What makes them indignant, satisfied, frustrated? What does she want for the world?

Aspirations:

What kind of person do they want to be? Brands? Spending patterns? Life dreams? Heroes? Role models?