

Persona #, Name: Persona Title

Age: 1-100

Income: low-high

Location: Country, City

Family: status, kids

Work: profession

Introvert

Analytical

Loyal

Judging

Technophobe

Extravert

Creative

Curious

Perceiving

Technophile

Bio

Interview-based description of persona's attitude to product category. Should describe the process of consumption, and following and preceding actions.

It's preferable to include the quote of the person talking about their experience

Aspirational brands

Add the logos of the brands that persona likes and often uses. The brand may fall under any category

Goals / state of accomplishment quote

What does the persona expect from the perfect product of the category.
Write down the quote describing the state when persona is satisfied with the experience.

Media / where to find

List the places online and offline where you can interact with the persona.

Pain points / frustrations

What are the points that person doesn't like about their current product? How do these points make them feel?

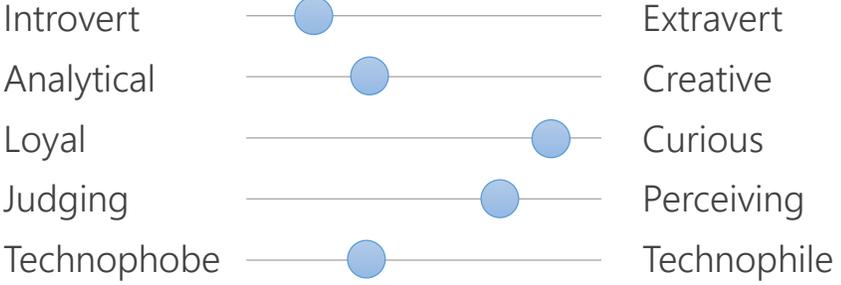
Buzzwords

Quote the frequently used words when describing the ideal product



Persona 1, Linda Peterson: Coffee Gourmet

Age: 23
Income: medium
Location: Melbourne
Family: single, no kids
Work: graphic designer



Bio
Linda often takes a cup of coffee during the launch break in the coffeeshop next to her office. She has the lunch together with her colleagues, but prefers to enjoy the coffee alone.

"Probably it's more than just a drink for me. I sometimes ask the barista to adjust the recipe. It's not something you can enjoy to the fullest while chatting with you friend. Maybe, that's my way to meditate. And of course I don't spoil the moment browsing social media."

Aspirational brands

Goals / state of accomplishment quote
Find a coffee brand she can enjoy at home

"Definitely not the capsule-techy thing. Something natural tasting, with the soul of real coffee but not requiring all the equipment of the coffeshop"

Media / where to find
Graphical design pro magazines | Social media | Art exhibitions | coffeeshops

Pain points / frustrations
Existing coffee products for home use are either too technological or too difficult to prepare
The only way to have a good cup of coffee is to go to coffeeshop, which is not convenient

Buzzwords
Enjoy coffee | too techy | coffee my way



Age:
Income:
Location:
Family:
Work:



Bio

Aspirational brands

Goals / state of accomplishment quote

Media / where to find

Pain points / frustrations

Buzzwords

