



Personas

Use this template to help you build out your audience personas. In order to get a copy that you can edit, click on **File > Make a copy**.

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// **DEMOGRAPHICS**

// DAILY LIFE

// RELATIONSHIP WITH PRODUCT

Demographics	
Age	
Marital status	
Salary	
Children	
Job	
Home Ownership	
Education	
Nationality	
Ethnicity	



Daily life	
Hobbies	
Daily routine	
Internet accessibility/ device	
Where do they make their friends?	
Nostalgia/ teenage year range	
Social media influencers	
Favorite TV/books/ movies	
Self-image	
Personality	
Values	
Day to day goals	



Relationship with product	
Have they used it before?	
Are they knowledge experts?	
How often & when will they use the product?	
How did they find out about the product?	
Do they trust the product immediately?	
What is their goal with the product?	
How should they feel while using the product?	
What frustrates them about the product?	
How will they know they've gotten their money's worth?	
Will you enjoy working with them?	
What will make them return as a client?	