

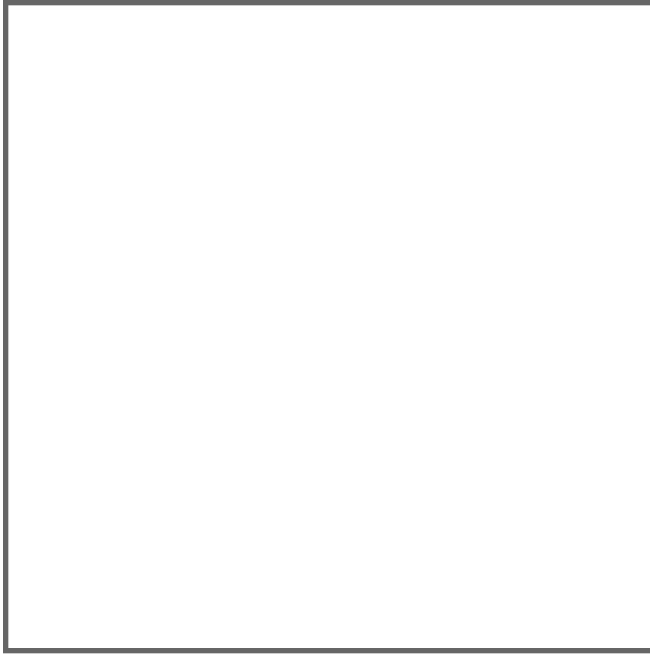
PERSONA

/// USER PROFILE

Client

Project

Date



DEMOGRAPHICS

Name

Age

Gender

Status

Education

Employment

Income

Location

Bio (Shorthand)

Needs/Frustrations

Motivations

Brands

PSYCHOGRAPHICS

BEHAVIOURISTICS