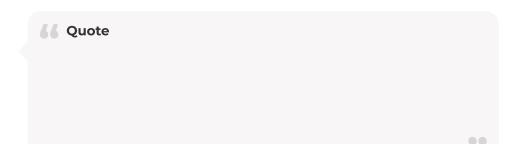


<b>Basic information.</b> i.e. Name, age, job title, location and type of per
---



Bio. i.e. About, hobbies, family, likes and dislikes, idols	<b># Keywords.</b> i.e. Friendly, enthusiastic, empathetic, smart	Motivations. What drives your persona to their goal?
	Goals. What does your persona want to achieve?	Opportunities. How would you help your persona reach their goals?
Technology. i.e. Smartphone, tablet, laptop, watch	Frustrations. Why can't your persona reach their goals?	
		Challenges. What would prevent you to help your persona?
<b>■ Brands.</b> i.e. Apple, Instagram, Nike, Google, etc	Needs. What are the aspirations your persona have?	













