persona

name

gender

age

status

occupation

location
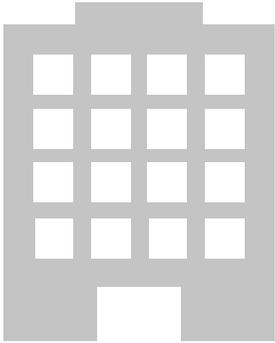
bio

quote

interests

personality

extrovert   introvert

observing   intuition

thinking   feeling

judging   perceiving

goals in context

preferred channels

frustrations in context

brands

Inspired by the Buyer Persona developed by Tony Zambito.

SAXION HOGESCHOOL

organisata

naam		target customers
industry		
products & services		
company size	**mission statement**	**channels**
revenue		
location		
offering	**goals in context**	**new trends & opportunities**
	frustrations in context	**threats**

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