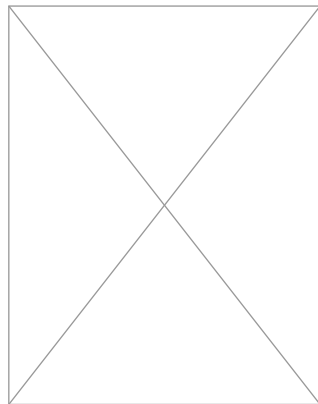


CUSTOMER PERSONA

company name



NAME

GENDER / AGE

JOB

MARITAL STATUS

KIDS

LOCATION

INCOME

EDUCATION

CHARACTER

TRAITS:

VALUES:

PASSIONS:

MOTIVATIONS:

LIFESTYLE

HOBBIES:

INTERESTS:

ENTERTAINMENT:

SPENDING HABITS:

ADMIRE:

BRAND ASSOCIATION:

ISSUES / PROBLEMS

AT HOME:

AT WORK:

PAIN POINTS:

OTHER: