

I want to know the people I'm working with
by visualising their key characteristics

ADD PICTURE OR DRAWING

PERSONA NAME:

AUDIENCE SEGMENT:

WHO AM I?

3 REASONS FOR ME TO ENGAGE WITH YOU

- 1.
- 2.
- 3.

3 REASONS FOR ME NOT TO ENGAGE WITH YOU

- 1.
- 2.
- 3.

MY INTERESTS

MY PERSONALITY

MY SKILLS

MY DREAMS

MY SOCIAL ENVIRONMENT