

# Persona Template



Persona Name

Persona Title

“

[Create Persona Quote]

”

Age:

Status:

Location:

Archetype:

Trait 1

Trait 2

Trait 3

Trait 4

Trait 5

Trait 6

## Bio

[Create a persona bio here]

## Motivations

Price

—  +

Comfort

—  +

Convenience

—  +

Speed

—  +

Loyalty/Miles

—  +

## Personality

Introvert

—  +

Extrovert

+

Analytical

—  +

Creative

+

Loyal

—  +

Fickle

+

Passive

—  +

Active

+

## Frustrations

[Create persona frustrations here]

## Favorite Brands

[List persona's favorite brands here]

## Goals

[Create persona goals here]

# Persona Template (Example)



## Lulu Agape

Kitchen Chef

“

*I love spending time with friends and family while enjoying a tasty and tangy Stoney Tangawizi.*

”

**Age:** 45

**Status:** Married

**Location:** Moshi Urban, TZ

**Archetype:** Family-Oriented

Enthusiastic

Honest

Friendly

Passionate

Creative

Experimental

### Bio

Lulu is a kitchen chef who loves spending time with friends and family. She enjoys using ingredients from the local market in her cooking. She is frustrated by the fact it is hard to find consistent quality ingredients, she spends hours at the market trying to find the best produce. She hopes to also discover unique food items typically not available at the local market.

### Motivations

Price

Comfort

Convenience

Speed

Quality

+

+

+

+

+

### Personality

Introvert

Extrovert

+

Analytical

Creative

+

Loyal

Fickle

+

Passive

Active

+

### Frustrations

- Too much time spent looking for quality ingredients
- Too many low quality produce to sift through
- Not finding unique food items for cooking

### Favorite Brands



**Africafe**

**WILLIAMS SONOMA**



**STONEY GINGER BEER**

