

# 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

-

+
- Covenience

-

+
- Speed

-

+
- Loyalty/Miles

-

+

## Personality

- Introvert

-

Extrovert

+
- Analytical

-

Creative

+
- Loyal

-

Fickle

+
- Passive

-

Active

+

## Frustrations

[Create persona frustrations here]

## Goals

[Create persona goals here]

## Favorite Brands

[List persona's favorite brands here]

# Persona Template (Example)



**Lulu Agape**

Kitchen Chef

“

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

”

**Age:** 45

**Status:** Married

**Location:** Moshi Urban, TZ

**Archetype:** Family-Oriented

Enthusiastic

Honest

Friendly

Passionate

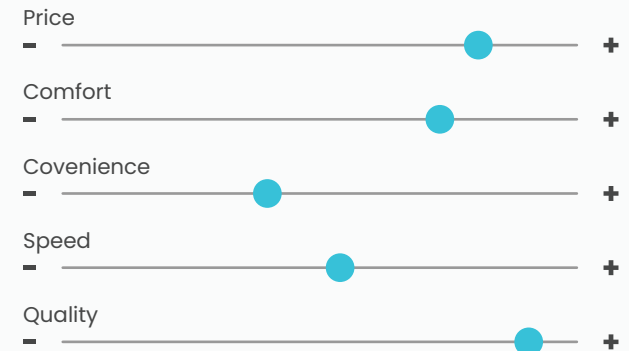
Creative

Experimental

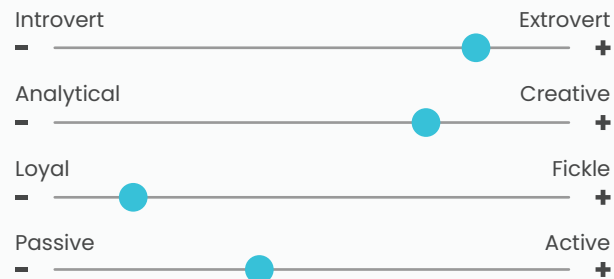
## Bio

Lulu is a kitchen chef who love 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



## Personality



## Frustrations

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

## Goals

- To find top quality ingredients for her cooking
- To utilize unique food items not typically available

## Favorite Brands



**Africafe**

**WILLIAMS  
SONOMA**



**STONE  
GINGER BEER**

