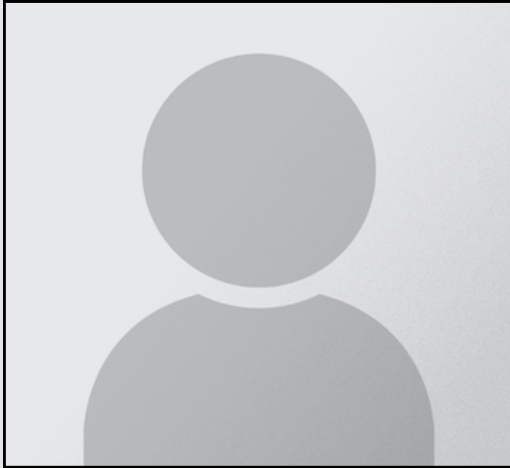


User Persona

This worksheet can be used to determine your ideal client and influence how you approach this demographic

jamesohalloran.com

Demographics



Name:

Age:

Gender:

Location:

Job title:

Education:

Persona Bio

Lifestyle context:

Work/life situation:

Personality - For example: Practical, Cautious, Analytical

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-

Interests - For example: Productivity, Sustainability

-
-
-
-

Motivations - For example; Comfort, Convenience, Price

-
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-
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-

Audience Insights

Goals:

- **Short-term goals:**
 -
 -
 -
- **Long-term goals:**
 -
 -
 -

Challenges:

- **Main pain points:**
 -
 -
 -
- **Frustrations:**
 -
 -
 -

Behaviour:

- **Daily routine description:**
 -
 -
 -
- **Decision-making style:**
 -
 -
 -
- **Tech usage:**
 -
 -
 -

Preferred Media Channels

Apps and platforms used	Media habits