

[insert photo]

NAME _____ INDUSTRY/SEGMENT _____

JOB TITLE OR FUNCTION _____ REPORTS TO _____

AGE _____ EDUCATION _____ YEARS IN THIS JOB _____

TECHNOLOGY USED _____

TECHNICAL PROFICIENCY

Novice _____ Proficient _____ Expert _____

Situation

A typical day in the life of your persona

A typical interaction with your product

A perfect day

Top of Mind Issues

Other Information

What they read online and offline; member associations

Budget approval levels and ROI expectations

How the persona is rewarded or motivated (compensation, bonus, commission, other recognitions)

Written By _____ Date _____