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| **Persona Profile** |
| **Persona Name:** |  | **Occupation** |  |
| **Demographic Information** |
| **Gender:** |  |
| **Age Range:** |  |
| **Marital Status:** |  |
| **Nationality:** |  |
| **Where Live:** |  |

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| **Psychographic Background** |
| **Life Goals:** |  |
| **Family Life:** |  |
| **Leisure Activities:** |  |
| **Hobbies:** |  |
| **Personal Values** |  |
| **“I want”…** |  |
| **“I need”…** |  |

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| **Other** |
| **Attitude Towards Your Offering:** |  |
| **Most Common Objection** |  |
| **Pain Points** | **1.** | **2.**  |
|  | **3.**  | **4.**  |

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| **Technical Information** |
| **Favorite Websites** | **News** |  |
| **Interests** |  |
| **Info.** |  |
| **Search** |  |
| **Other** |  |
| **Number Smart Devices or Computers:** |  | **Technology Comfort (Low–Med.– High)** |  |
| **Online Comfort** **(Low–Med.– High)** |  |  |

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| **Scenarios** |
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