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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”…** |  |

|  |  |  |
| --- | --- | --- |
| **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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