

## PERSONA (Name): \_\_\_\_\_


 Image

Age, sex, family status:

Place of residence:

Profession:

Hobbies, interests:

Bibliographic dates:

Typical Quote:

*That **inspires** me:**That's **important** to me:**This is what I **reject**:**Places to be:****3** things I can't live without:*

-  
-  
-

*In my fridge, I always have:*

Daily Routines:

Aims, needs, desires:

Problems, concerns:

Technology (IT, Internet, Social Networks, Software)



**A persona** is an archetype representing your ideal customer. A persona

is generally based on user research and incorporates the needs, goals, and observed behaviour patterns of your target audience. It creates empathy towards the target groups/ customers to be addressed by the digital business model and will influence decisions and activities. At first ideal-typical criteria and characteristics will be described which all persons of this group have in common. The description will be validated through interviews, observation and other research activities and might be changed/adapted throughout the iterative process.

