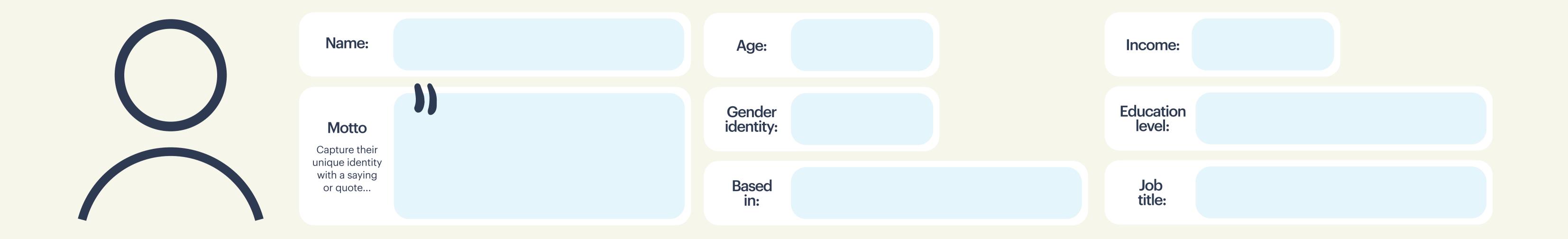
## User Persona Template

Create your character using real data to help you better understand your audience segments





Personality ~>>

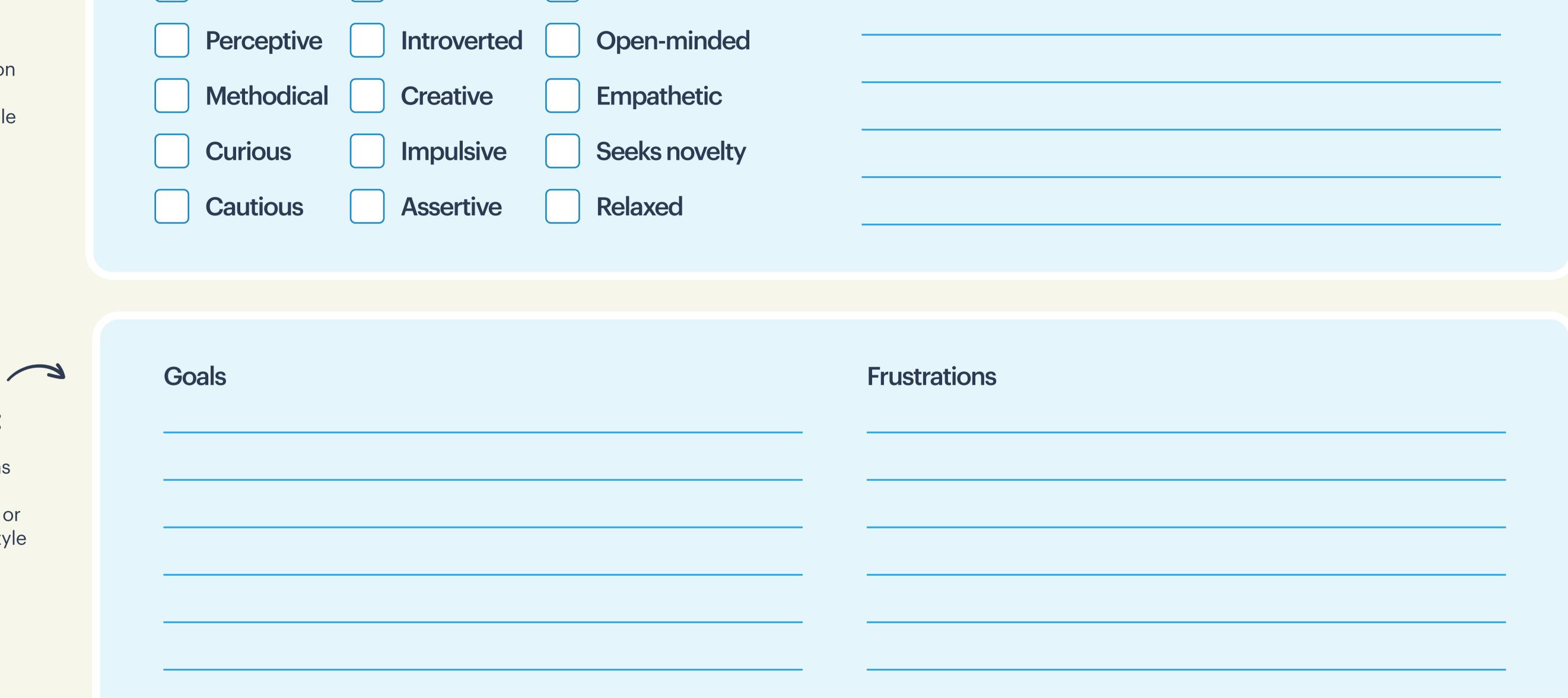
Extroverted Organized

Seeks stability

Others



People with low attention spans want faster site designs. Cautious people are most likely to comparison shop etc...



## Goals & frustrations:

Can be specific such as actions related to your products and services or more general like lifestyle and career insights...

## Shopping & research habits:

What are their behaviours and tactics when looking to purchase from your brand or others?

3	Do they shop?	What sways their opinion?	
	Online In-person	Friends & family Reviews dvertising	
	Why?	Other habits:	

Preferred // >>>>>>>>>>>>>>>>>>>>>>>>>>>>>>>>>>	Brands	Influencers	Interests
What other brands do they gravitate towards and why? What kind of influencers do they connect with?			
Social media babababababababababababababababababab	Facebook Linkedn   Instagram X (Twitter)   TikTok YouTube	Other	Avoids