

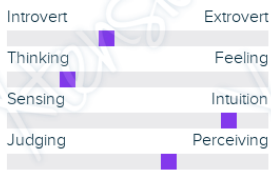
## User Persona Name



"A quotation that captures this user's mindset."

Age: **1-100**  
Work: **Job Title**  
Family: **Married, kids, etc.**  
Location: **City, State**  
Character: **Archetype**

### Personality



Trait 1 Trait 2 Trait 3 Trait 4

### Goals

- A task that needs to be completed.
- A life goal to be reached.
- Or an experience to be felt.

### Frustrations

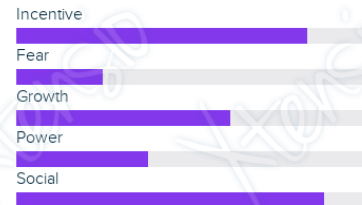
- The challenges this user would like to avoid.
- An obstacle that prevents this user from achieving their goals.
- Problems with the available solutions.

### Bio

The bio should be a short paragraph describing the user's journey. It should include some of their history leading up to a current use case. It may be helpful to incorporate information listed across the template and add pertinent details that may have been left out. Highlight factors of the user's personal and professional life that make this user an ideal customer of your product.

*Remember - you may modify this template, remove any of the modules or add new ones for your own purpose.*

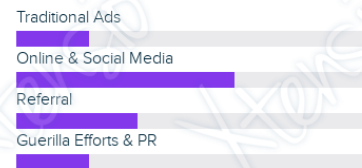
### Motivation



### Brands & Influencers



### Preferred Channels



DO NEXT [Customer Journey Map](#)

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