

PERSONA:



NAME: _____

AGE: _____

JOB: _____

INCOME: _____

FAMILY: Y / N **KIDS:** _____

LIVES WHERE: _____

SUMMARY:	<p>Give a summary of how they are today. Might be health, money relationships, something relevant to what area of their life your product matches to.</p> <p>For B2B this would highlight more about their approach to work, business and what their current situation in their business is.</p>
LIFE CHOICES:	<p>Describe their life choices, things they do, products/brands they like, things they want to do choose to do etc. We want to understand more about how and why they do the things they do.</p>
WORK STORY:	<p>Where do they work if they work, how long, how do they feel about it, what is good / bad about their working life. Be specific about the business, name it if necessary or the type of business e.g. Plumbing firm with 20 staff based in Brisbane.</p>
CURRENT PROBLEM / ISSUES THAT RELATE TO YOUR PRODUCT(S):	<p>What problems in their life / business do your products address. What problem/s do they have and how do they feel about those problems. Why are they ideal for your product? Focus on their ONE primary problem.</p>
WHAT COULD HAPPEN IF THIS ISSUE ISN'T RESOLVED?	<p>Talk about how they would feel, their family would feel, how people would react, what other costs there might be for them, financial, professional, personal. What are they afraid of?</p>
WHAT COULD / WOULD HAPPEN IF THE PROBLEM IS SOLVED?	<p>What happens when it is solved? Or what would the ideal solution look / felt like. How would the client feel, what will happen to them at work, personally etc.</p>
IN A NUTSHELL:	<p>Summarise your Jenny in a short concise summary you can refer to. This should be a concise and potent sum up of Jenny and her Major problem that you can validate your decisions from. It should be as if she said it not you!</p>