PERSO NA TRBULA21

A persona, in user-centred design and marketing, is an imaginary character created to represent a type of user who might use a site, brand or product in a similar way.

8 **■** Persona:





Short Bio	Goals	
	Frustrations	

Demographic

Age: Education:

Work:

Family:

Language:

Personality T	raits
Openness	
Conscientiousness	
Extroversion	
Agreeableness	
Neuroticism	

ything Relevant for the Business	

echnology	Buying Behavior

PEPSICO	Johnsons baby	Hanes	SAMSUNG
-	Dean.	Cha	mpion
AVON	SIFT 🛞 TR	REE"	DENFORM
b -glowing	steves	BALI	JARED* The Galleria Of Jewelry