

# USER PERSONAS

Every decision you make, from product features to the tone of your delivery, needs to answer to your customers. This user persona template will allow you to quickly and easily come up with your ideal user "types".



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## NAME

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## AGE

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## INCOME BRACKET

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## MOTIVATIONS

## CORE NEEDS

## PAIN POINTS

## PERSONALITY

INTROVERT	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	EXTROVERT	
ANALYTICAL	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	CREATIVE	
LOYAL	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	FICKLE	
PASSIVE	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	ACTIVE	

## PREFERRED CHANNELS

SOCIAL MEDIA	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>
MOBILE	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>
EMAIL	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>
WEBSITE	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>

## TECH SAVVY

