

Target Audience

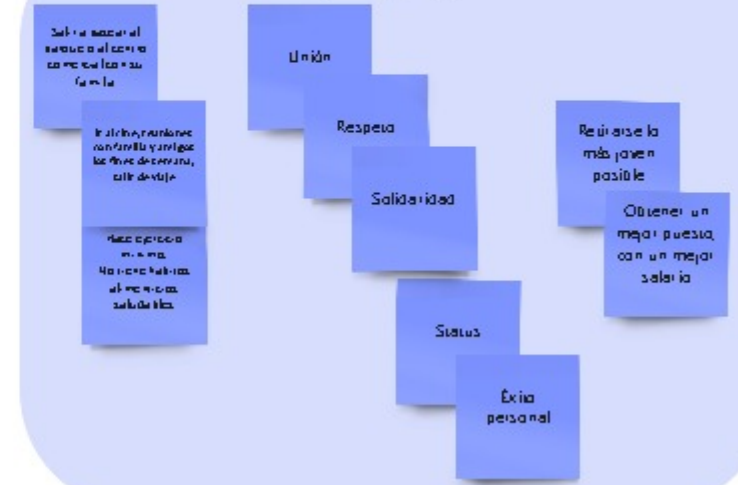


Rodrigo Valle

Demographic



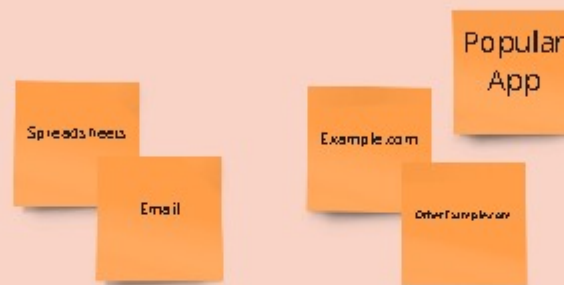
Psychographic



Psychographic



Activity



Taking Action



Target Audiences



Todd V.

30-40

West Coast
US

Single

\$100k-\$150k
HHI



Alana P.

22-30

Suburban
homeowner

Married
2 kids

\$150k-\$250k
HHI



Elena L.

30-40

Digital nomad

Single

\$45k-\$90k
HHI

Key Attributes

Healthy
eating

Early
retirement

Influencer

Efficiency

Ease of use

Email

Example.com

Key Attributes

Active

Work/life
balance

User

Clarity

All-in-one

Favourite App

Favourite App

Example.com

Key Attributes

Poor internet
access

Early
retirement

Influencer

Communication

Basic
functionality

Email

Example.com

Texting

Target Audience

Eduardo Santana

Demographic

32 años

Vive en el
centro de
Mérida

Clase media

Preparatoria

Casado, 2
hijos

Psychographic

Salir con su
familia los
fines de
semana

Respeto,
solidaridad

Revisarse la
más joven
posible

Duerme
hasta tarde

Superación
personal

Role

Padre de
familia

Proveedor del
hogar

Usuario de
redes sociales

Activity

Revisa su
Email

Realizar
reparos para
su empresa

Taking Action

Obtener
libertad
financiera

Criterios

Barriers &
challenges

Pain points

Definition of
Success

Incentives

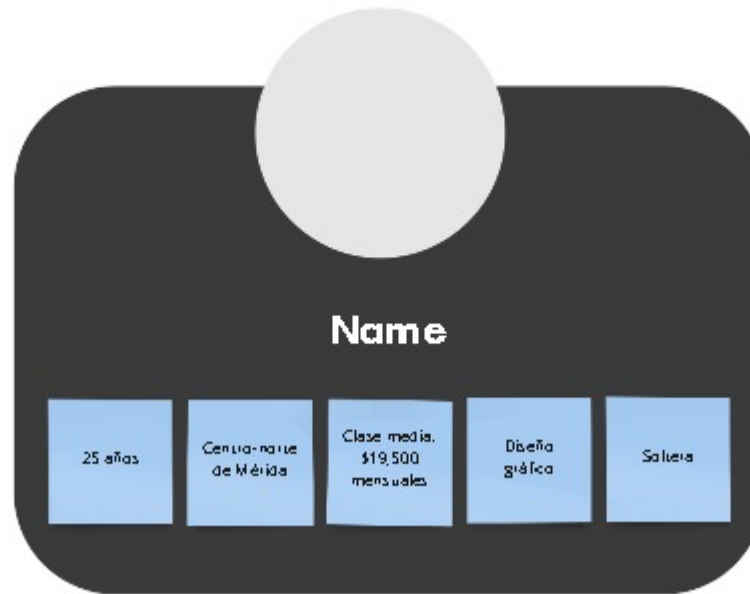
Target Audience Recap



A blue rounded rectangle card with a grey circle at the top for a profile picture. Below the circle is the name "Eduardo Santana". At the bottom, there are five light blue rectangular boxes containing demographic information.

Eduardo Santana

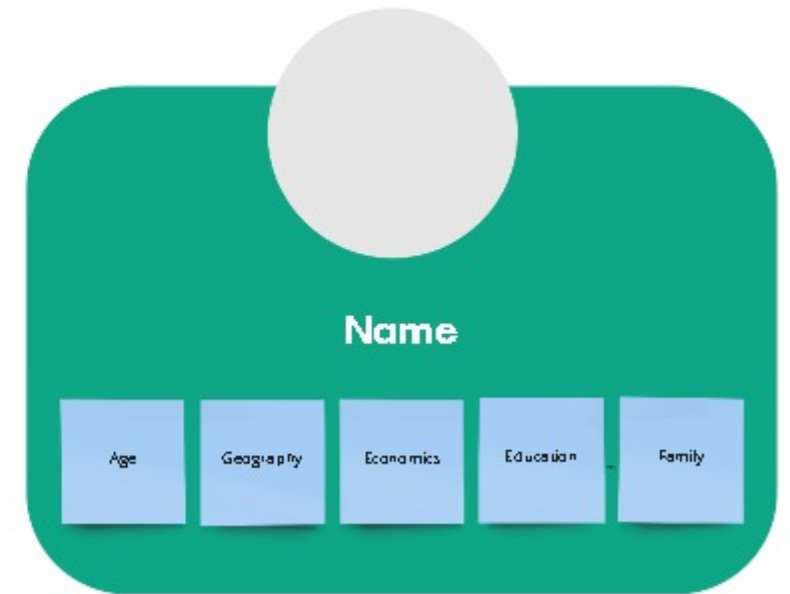
32 años	Ciudad de Mérida	Casa media	Preparatoria	Casado, 2 hijos
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A dark grey rounded rectangle card with a grey circle at the top for a profile picture. Below the circle is the placeholder name "Name". At the bottom, there are five light blue rectangular boxes containing demographic information.

Name

25 años	Ciudad-norte de Mérida	Clase media, \$19,500 mensuales	Diseño gráfico	Soltero
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A teal rounded rectangle card with a grey circle at the top for a profile picture. Below the circle is the placeholder name "Name". At the bottom, there are five light blue rectangular boxes containing demographic information.

Name

Age	Geography	Economics	Education	Family
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A light grey rounded rectangle card with the title "Review" at the top. Below the title, there are six colored rectangular boxes arranged in two rows of three. The top row has a blue box, a pink box, and a red box. The bottom row has three yellow boxes.

Review

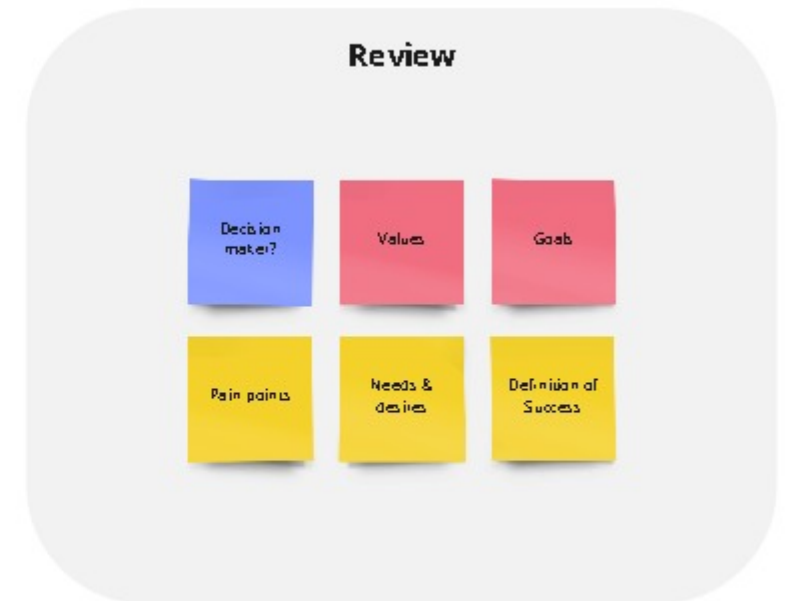
Librería de redes sociales	Respeto	Obtener libertad financiera
Pain points	Needs & desires	Definition of Success



A light grey rounded rectangle card with the title "Review" at the top. Below the title, there are six colored rectangular boxes arranged in two rows of three. The top row has a blue box, a pink box, and a red box. The bottom row has three yellow boxes.

Review

rola del departamento de Diseño gráfico	Honestidad	Obtener mejor calidad de vida
Pain points	Needs & desires	Definition of Success



A light grey rounded rectangle card with the title "Review" at the top. Below the title, there are six colored rectangular boxes arranged in two rows of three. The top row has a blue box, a pink box, and a red box. The bottom row has three yellow boxes.

Review

Decision maker?	Values	Goals
Pain points	Needs & desires	Definition of Success