„Brief description in the form of a quote. How would our persona describe itself?"

Age	Residence	Family Status	Degree

Name

Profession

iOS   MacOS   Android   Windows

Digital Skills

Technology

Internet

Software and Apps

Personality

Extrovert	Introvert
Planning	Spontaneous
Thinking	Feeling
Conservative	Liberal
Leader	Follower

Character

Trait 1

Trait 2

Trait 3

40%   5%   15%   40%   0%

Scenario/Biography

At this point, we should summarize the current situation in which our persona finds themself in a short text. You can write down things like the professional or family situation as well as thoughts and goals.

Goals

- Goal One
- Goal Two
- Goal Three

Motivation

- Motivation One
- Motivation Two
- Motivation Three

Challenges

- Challenge One
- Challenge Two
- Challenge Three

Followed Accounts/Hashtags

- Account #1
- Account #2
- Account #3

- Hashtag #1
- Hashtag #2
- Hashtag #3

Hobbies

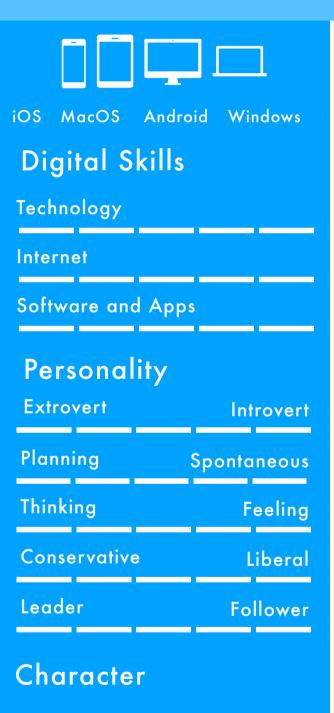- Hobby #1
- Hobby #2
- Hobby #3

Favorite Apps

- App #1
- App #2
- App #3

Favorite Brands

- Brand #1
- Brand #2
- Brand #3

Quote

Scenario/Biography

Digital Skills

iOS **MacOS** **Android** **Windows**

Technology

Internet

Software and Apps

Goals

Personality

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Planning   **Spontaneous**

Motivation

Thinking   **Feeling**

Conservative   **Liberal**

Leader   **Follower**

Challenges

Character

Followed Accounts/Hashtags   Hobbies

Favorite Apps   Favorite Brands

Quote

Scenario/Biography

Digital Skills

Technology

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Software and Apps

iOS MacOS Android Windows

Goals

Motivation

Personality

Extrovert — Introvert

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Challenges

Character

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Hobbies

Favorite Apps

Favorite Brands