



MALE



FEMALE

## // PRIMARY PERSONA

NAME: \_\_\_\_\_

TARGET: \_\_\_\_\_

AGE RANGE: \_\_\_\_\_

JOB ROLE: \_\_\_\_\_

SOCIAL MEDIA: \_\_\_\_\_

CONTENT TYPE: \_\_\_\_\_

## // ABOUT

Education: \_\_\_\_\_

Work responsibilities: \_\_\_\_\_

Work interests: \_\_\_\_\_

Personal life: \_\_\_\_\_

Social interests: \_\_\_\_\_