

**BRANDASTIC**

# Persona Development Template

# Persona Development

<b>Name:</b>	<b>Education:</b>
<b>Age/Generation:</b>	<b>Occupation:</b>
<b>Gender:</b>	<b>Annual Salary:</b>
<b>Personality Traits:</b>	<b>Preferred Channels:</b>

## Persona’s Goals

Please add 3 goals related to the client’s product or service

*Example: Wants quality pieces that look good and last (Open to trends but also good looking basics, classics)*

- 1.
- 2.
- 3.

## Persona’s Pain Points

Please add 3 pain points and how our client’s product or service either solves the need, or diffirentiates itself.  
How do we solve these?

*Example: High pricepoints for clothes that don’t last*

- 1.
- 2.
- 3.

## Persona’s Motivators

Please add 3 items

*Example: A good return policy*

- 1.
- 2.
- 3.