MARKET SEGMENT PROTO PERSONA

Persona Name and Job

Persona Name:

Occupation/Workplace:

Market Segment: Small (individual)/Large (group)

Rationale:

Demographic Information

Age Range:

Income Range:

Level of Education:

Location:

Pains and Gains

They want to accomplish:

Challenges they face:

Product/Service Needs Met

Ways to support goals:

Ways to reduce challenges:

Values and Fears

They value:

They fear:

Product/Service Mores Met

Ways to meet values:

Ways to address fears:

Proto Persona Parameters

Size:

Accessibility:

Path to Proto Persona

Marketing:

Reduction of Constraints:

Revenue

Revenue Model for Proto Persona: