

Name	
Demographics (age, gender, location, ethnicity, religion, education, income, etc.)	
What does (s)he think?	
What does (s)he see?	
What does (s)he hear?	
What does (s)he do?	
Values	
Grievances	
Interests	
Needs	
Hobbies	
Favourite artists	
Favourite brand	
How do you recognize him/her in the street?	