|  |  |
| --- | --- |
| 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? |  |