



Name:

Age:

Occupation:

Location:

Status:

“ Statement / Behaviour

”

Design Priority

HIGH

LOW

Biography

Personality

Extrovert Introvert

Sensing Intuition

Thinking Feeling

Judging Perceiving

Passive Active

Technology Experience

IT & Internet

Mobile Applications

Social Networks

Internet of Things

VR / AR

Where to Reach Me

Tradition Ads & Direct Mail

Online Ads & Email

Blogs & Social Media

Referrals

Physical Location / Events

What makes me get involved?

Incentives

Fear

Achievement

Growth

Power

Social

Goals

Pain Points

Favourite Brands / Apps / Influencers

Technology Wow Points

Relationship with Technology

Devices and Platforms

Technology Dealbreakers

