

Avatar Name
.....

Product
.....

Description
.....

1 | Home

Age Gender

Occupation Income

Education Location

Family

Marital Status #/Age of Children

2 | Work

Seniority

Owner Manager

C-Suite/VP/Head Associate

Director

Buying Power

Decision maker Researcher

Decision Influencer

Reports to
.....

Industry
.....

3 | Mind, Heart & Soul

Traits:

Introverted <input type="radio"/>	Balanced <input type="radio"/>	Extroverted <input type="radio"/>
Thoughtful <input type="radio"/>	Balanced <input type="radio"/>	Spontaneous <input type="radio"/>
Analytic <input type="radio"/>	Balanced <input type="radio"/>	Empathetic <input type="radio"/>
Serious <input type="radio"/>	Balanced <input type="radio"/>	Playful <input type="radio"/>
Anxious <input type="radio"/>	Balanced <input type="radio"/>	Carefree <input type="radio"/>

Motivations:

1

2

3

Spending Habits:

Adoption:

Innovator Late Majority






Early Adopter Laggard

Early Majority

Priority:

Quality Balanced Economy

5 | Brand Affinities

4 | Jobs To Be Done

1

Job:

Ideal Outcome

Obstacles

Edges

2

Job:

Ideal Outcome

Obstacles

Edges

3

Job:

Ideal Outcome

Obstacles

Edges

6 | Our Relationship

The problem that we help them solve:
.....

Awareness Stage

Unaware Product Aware

Problem Aware Most Aware

Solution Aware