


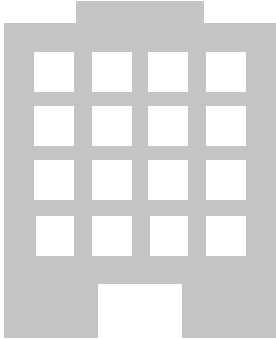
persona

name _____

name gender age status occupation location		bio
	quote	interests
personality extrovert <input type="text"/> introvert <input type="text"/> observing <input type="text"/> intuition <input type="text"/> thinking <input type="text"/> feeling <input type="text"/> judging <input type="text"/> perceiving <input type="text"/>	goals in context	preferred channels
	frustrations in context	brands

organisata

name _____

name industry products & services company size revenue location		target customers
	mission statement	channels
offering	goals in context	new trends & opportunities
	frustrations in context	threats