



This is a user persona template. It helps you map the different characteristics and motivations of your audience, so that you can adapt your content to them.

Persona's name

Give your persona a name to make it more human.

Mykolas

Description

Insert a short biography to describe the person.

Mykolas is an 86 year-old man living alone in a small town. He loves to spend time outside and to tend to his garden. Mykolas is in very good health for his age, but sometimes suffers from skin irritations and is always on the lookout for natural remedies against it.

Demographic details

Fill in the details in each column.

Age	Income level	Location	Family status
86	Medium income	Anykščiai, Lithuania	Widowed

Motivation

What matters to them the most? Colour the appropriate cells.

Level of importance → Category ↓	1	2	3	4	5
Healing an existing disease					
Disease prevention					



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Healthy habits					
Wound and infection treatment					
Environmental issues					
Gardening					