



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.

Description

Insert a short biography to describe the person.

Demographic details

Fill in the details in each column.

Age	Income level	Location	Family status

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					
Other (insert)					