

Persona's name

Give your persona a name to make it more human.

Sarah

Description

Insert a short biography to describe the person.

Sarah is a young, environmentally-conscious woman with kids who cares about her and her family's well-being. She'd like to be able to alleviate her acid reflux symptoms and ensure that her family members stay healthy in the long run. She's also passionate about climate change and runs the local recycling initiative.

Demographic details

Fill in the details in each column.

Age	Income level	Location	Family status
42	Middle to high income	London, United Kingdom	Married with three kids

Motivation

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

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



This template helps you map the different characteristics of your audience, so that you can adapt your content to them.

Disease prevention					
Healthy habits					
Wound / infection treatment					
Environmental issues					
Gardening					