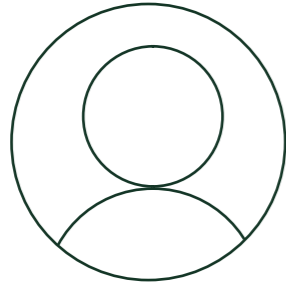


PERSONAE

To understand the target groups better, it is helpful to create buyer personas that capture which people approach the brand and for what reasons. Therefore, it is necessary to know the motivation, goals, frustrations and personality of the people within the target group. Qualitative interviews are suitable for this purpose, in which the reasons for the decisions of various people are explored.



Name (f/m/d): _____

Age: _____

Industry: _____

Profession: _____

Personality:

Role within the company:

Lifestyle:

Motivation:

Goals:

Frustrations:
