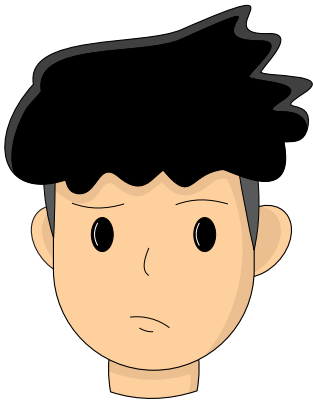


Perosona Profile



- Name
- Age
- Gender
- Education
- Ethnicity
- Family
- Place of living

What does persona value?

What does persona need?

Insights that sum up what matters most to the persona?