

# Persona

Project..... Date.....

Picture/Drawing

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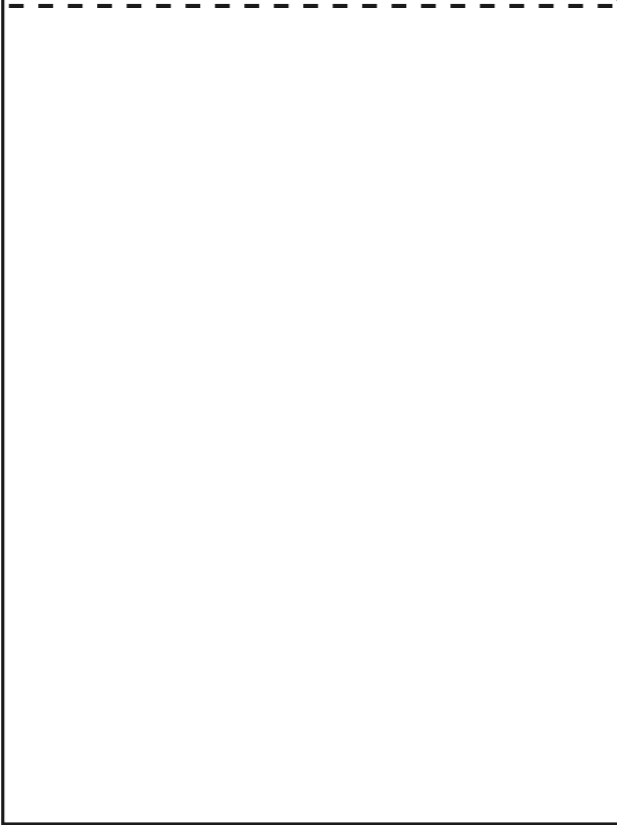


Persona Name:

Audience Segment:

Who am I?

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3 Reasons for me to Engage

1.

2.

3.

3 Reasons for me not to Engage

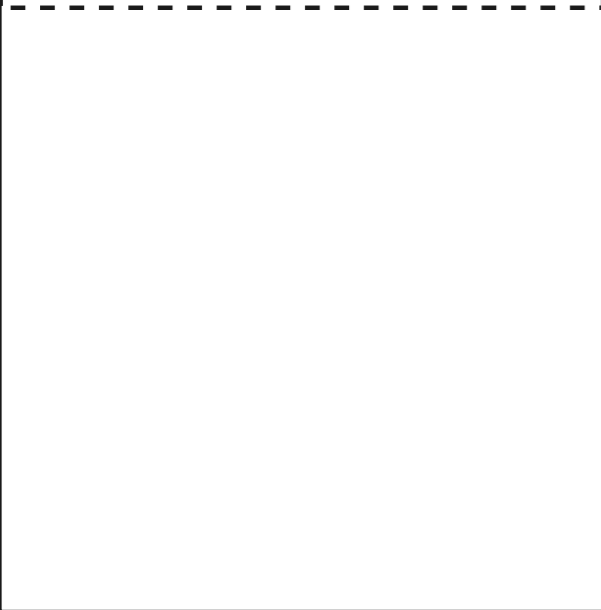
1.

2.

3.

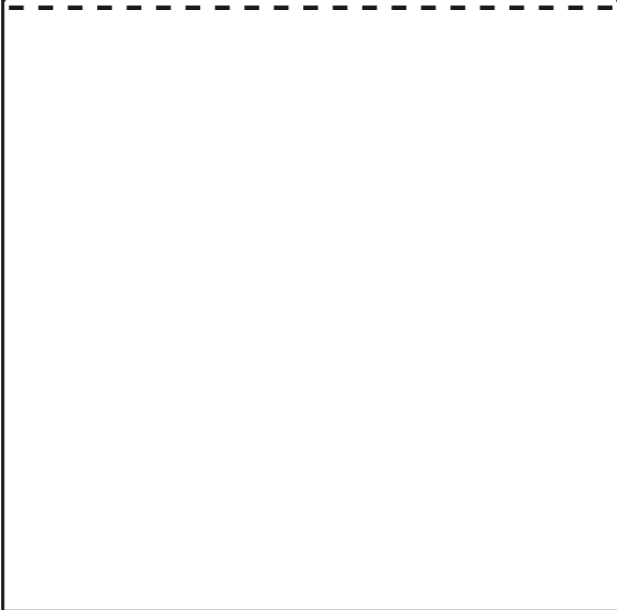
My Interests

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My Personality

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My Skills

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My Dreams

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My Social Environment

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