



NAME

DEMOGRAPHIC INFORMATION

- Age
- Location
- Title
- Salary / Purchasing power

DESCRIPTION

Summarize, your persona's demographics, objectives, frustrations and how she is aiming to achieve them.

PERSONAL CHARACTERISTICS

- What is your persona's personality?

HOBBIES AND INTERESTS

- Where does your persona hang-out? Or does on her/his free time?

BUYING ROLE

(Decision maker or influencer)

GOALS

- What is your persona trying to achieve?
- What is the pain point she/he is trying to solve?

CHALLENGES

- What is preventing your persona from reaching her/his objective?

BUYER'S JOURNEY

(Awareness, consideration, purchase, advocacy)

NEEDS

- What does your persona need to achieve her/his objective?

SOURCES OF INFO

- Where does your persona find the information she/he needs to solve their problem?



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INVEST IN EDUCATION
toolkit

Who are we?

For schools, universities and investors in education across the world, teaching and training the next generation of professionals presents enormous challenges.

Customer expectations are changing faster than ever. Adaptability and sustainability are key. Technology underpins everything, and excellence is expected at every level.

Those responsible for shaping, guiding and educating the next generation must deliver on numerous fronts – adapt rapidly and stay ahead of multiple curves.

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