



Template 3.2.1: Audience Personas

Audience Persona Name:

Section 1: WHO?

Background

Job. Career.
Family. Parity status.
Marital status. Other.

Demographics

Gender. Age.
Education. Income.
Geographic location. Other.

Identifiers (Psychographics)

Personality. Values. Opinions.
Attitudes. Interests. Lifestyle. Peer group.
Sexuality. Family Planning User. Other.

Audience Persona Name:

Section 2: WHAT?

Personal Goals

Primary goal. Secondary goal. Others.

Challenges/Barriers

Primary challenge.
Secondary challenge. Others.

Opportunities/ Facilitators

Primary opportunity.
Secondary opportunity. Others.

Audience Persona Name:

Section 3: WHY?

Behavioral Objectives

What is the behavior you would like to see the persona demonstrate?

Common Objectives

Why would they adopt the behavior, service or product?

Audience Persona Name:

Section 4: HOW?

How can we help?

...our persona achieve their goals?
...our persona overcome their challenges?

Communication Message

How should you describe your solution
to your persona?

Elevator Pitch

Sell your persona on the solution!