Name

Class

Etc…

**Online Profile Personas**

Personas:

1. List your Personas here…
   1. With a detailed definition for each persona
2. Second Persona
   1. 2nd definition
3. Third Persona
   1. 3rd definition
4. Forth Persona
   1. 4th definition

Optimal Target Audience:

Put your Venn diagram here. Identify each area, and place your personas in the appropriate locations. (in word: Insert tab/smart art for the Venn diagram)

Persona 3

Persona 2

Persona 1

Persona 3

Specification of Personas:

First, make a diagram for each Persona, with a minimum of 3 levels (again, in word: Insert/Smart Art) (don’t just say Level 1, level 2, etc… The original persona should be in level 1, and you add a trait to it for each level)

Do a diagram like this for each of your 4 personas.

1. Below each diagram, list each level of the Persona
   1. And then list any needs
   2. And Situational Triggers specific to that persona
2. Level 2
   1. Need
   2. Trigger
   3. Etc…

Message Objectives:

1. In this section, list each level of each persona
   1. And describe a minimum of at least 1 piece of content that satisfies a need or trigger from the previous list.