**Exercise 2 – Marketing persona**

**Marketing persona** is a detailed model, pattern, representative of your customer, which helps you to know and understand your recipient better, see their needs, solve their problems.

Think of a sample persona for your company. Below (in the middle) draw your persona and describe it according to the given criteria. You can also describe several personas, representing different members of your target group.

**Name**: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

*(space for drawing)*

**Needs** (related to your product/service):

**Age:**

**Habits, routines** (related to your product/service):

**Personality traits:**

**Education**

**level:**

**Location:**

**Sex:**

**Job/education:**

**Family and friends:**

**Hobbies and interests:**