

Persona Template Sample & Brand Voice

David Miller

- 28
- New-York
- Product Designer
- Living with his girlfriend

Tech

- Internet: 5/5
- Social Media: 4/5
- Online Shopping: 4/5
- Gadgets: 4/5
- Early Adopter: 5/5

Bio

Lives in a rented apartment, 2.5 rooms, with his student girlfriend, works in a high-tech job. Likes hosting people. After a long day at work, he likes to throw on the couch with his girlfriend in front of the TV.

Favorite Brands

Apple, Google, Microsoft, Adobe, VANS

Wants & Needs

- Create a cozy atmosphere at home with innovative design.
- Design the house at low investment and without much effort.

Frustrations

- Don't want to spend money on interior designer and he doesn't have much time to deal with the design planning.
- He designs his apartment, but he thinks that she can look much better.

Quote: " I really want to create a lovely home, with my existing furniture... "

Name:

Age:

State Born:

Title:

Residence:

Bio:

Wants and Needs:

-
-

Tech:

-
-
-
-
-

List you five favorite brands:

-
-
-
-
-

List two frustrations you have:

-
-

Brand Voice



What is yours:

- 1. Character:**
- 2. Tone:**

3. Language

4. Purpose: