

Client: \_\_\_\_\_ Project: \_\_\_\_\_ Name: \_\_\_\_\_ Version: \_\_\_\_\_ Date: \_\_\_\_\_

## Target group persona

<p><b>Hard facts (optional)</b></p> <p>B2C: gender, education, income, family status B2B: job position, influence in the company, qualifications</p>	<p><b>Values</b></p> <p>What core values does the persona base their life on? What maxims for action does she derive from them?</p>
<p><b>Tasks</b></p> <p>What tasks does the persona have to perform that could be supported by the sender's products, services or communication?</p>	
<p><b>Obstacles</b></p> <p>What prevents the persona from completing their tasks? What does the persona want to avoid? What is the persona worried about?</p>	<p><b>Goals</b></p> <p>What does the persona want to achieve with their tasks? What (economic, social, emotional) effects does the persona hope to achieve by completing their tasks?</p>

## Relation with the target group

<p><b>Reachability</b></p> <p>Why is the target group reachable at all? How easy is it to reach the target group? How far away is the target group?</p>
<p><b>Openness</b></p> <p>Why is the target group willing to receive communication measures in the first place? How much or how often is the target group willing to receive communication measures?</p>
<p><b>Impact</b></p> <p>Why can communication influence the behaviour of the target group at all? How much can communication impact the behaviour of the target group?</p>