

GOALS

What is it that this profile is trying to accomplish? Consider functional as well as social and emotional goals.

Primary FUNCTIONAL goal:

Primary EMOTIONAL goal:

Primary SOCIAL goal:

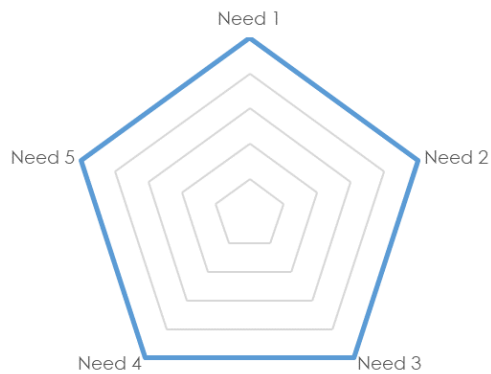
IDENTITY

What are the key human values associated (or not) with this profile?

- Accomplishment/Achievement
- Beauty
- Boldness
- Challenge/Adventure
- Community/Relationships
- Creation/Self-Direction
- Determination
- Duty/Responsibility
- Enlightenment/Knowledge
- Freedom/Autonomy
- Harmony/Stability
- Love
- Peace
- Pleasure/Fun
- Security
- Truth/Honesty
- Validation/Reputation/Popularity/Status
- Wonder/Curiosity

NEEDS

"Needs" are how this profile measures success. In order to accomplish their goal(s), do they want to "minimize the time it takes to XYZ", or "maximize how smart they feel", etc. What's important to them?



BEHAVIORS

Three primary classes of behaviors to define are journey (key moments in their journey in the category), engagement (digital and "in real life"), and commerce (shopping behavior).



Journey



Engagement



Commerce

Pattern

Pattern

Pattern