**Creates a detailed target group profile. Who are your early adopters who will use your product first and need it most?**

WORLD FACTORY

## Picture

## Profile

Name:

Age:

Location:                                    Family:

Education:                                  Income:

About:

## Personality

introvert ▭▭▭▭ extrovert
controlling ▭▭▭▭ entrepreneurial
conservative ▭▭▭▭ Innovative
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## Slogan

## Pains

*What are the painpoints of the persona in current products? What bothers them about the product features?*

## Gains

*In what way do current products make your persona happy? Which product features does your persona appreciate?*

## Deal-Breaker

*What would cause you to lose your persona?*

## Deal-Maker

*What makes your persona buy your product?*

## Application

*When, how, where will your product be used by your persona?*

## Job to be done

*Which task do you fulfill with your product for your persona?*

## Channels

*Through which channels do you reach your persona? How often are they used? (e.g. Facebook, Instagram, LinkedIn, trade fairs, conferences, e-mail marketing, road shows, etc.)*

## Motivations

*What motivates your persona (private, professional)?*

## Trends

*What trends does your persona follow? Which trends are recognizable for this persona?*