



## METHOD: PERSONA PROFILE

**1. DEMOGRAPHIC DATA:** Gender, age, nationality, residence, occupation, marital status, etc.

**2. INTERESTS:** ¿What interests and passions does he/she have? What does he/she do in her spare time? What are his/her favourite movies, series, music and books? Who are his/her heroes and idols?

**3. GOALS:** ¿What goals does he/she have on a professional, social and personal level?

**CHALLENGES:** What barriers or frustrations does he/she need to overcome? What worries him/her? Social causes? Environmental conscience?

**TECHNOLOGY:** ¿How does he/she communicate? What networks does he/she use? What websites does he/she visit? Where does he/she obtain news and information of interest?

**BRANDS:** ¿What brands and products does he/she use?