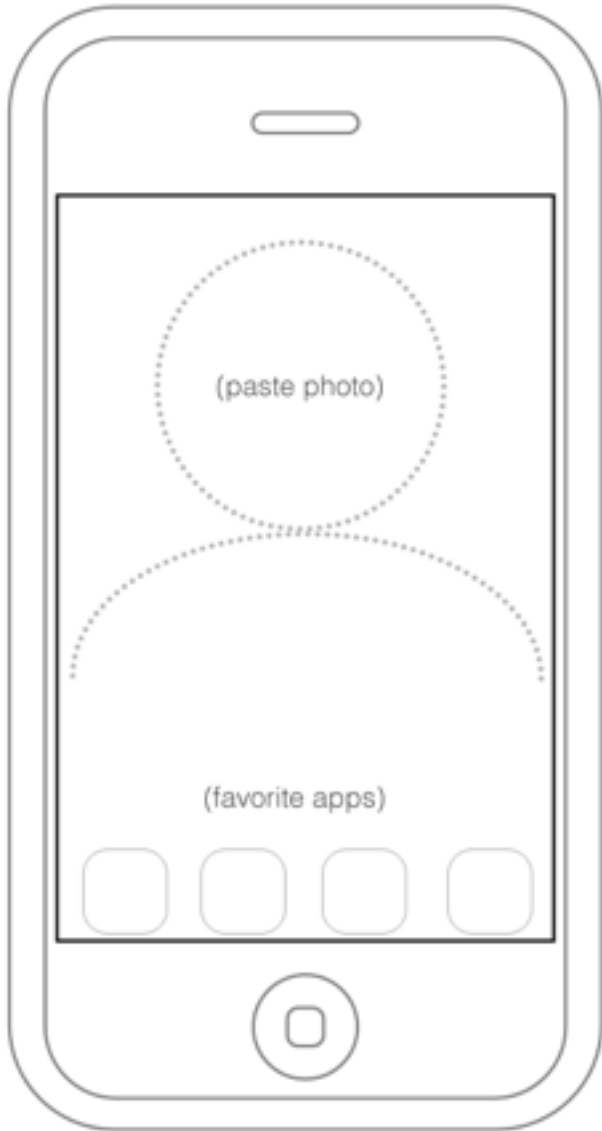




# Proxy Template



Name \_\_\_\_\_

Age \_\_\_\_\_

Occupation \_\_\_\_\_

Online (friends) \_\_\_\_\_ **f** \_\_\_\_\_  \_\_\_\_\_ **p** \_\_\_\_\_  \_\_\_\_\_ **You Tube**

## Identity

Tell us a bit about their lives. What is their life stage? Rituals? Sense of belonging and expression?

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- 
- 

## Passion

What are their goals, values, beliefs, concerns, frustrations?

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- 
- 
- 

## Influencers

What are they talking about? What goods, services, and people are they passionate about?

- 
- 
- 
- 

Quote

Sum up their experience with your app's market

“

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