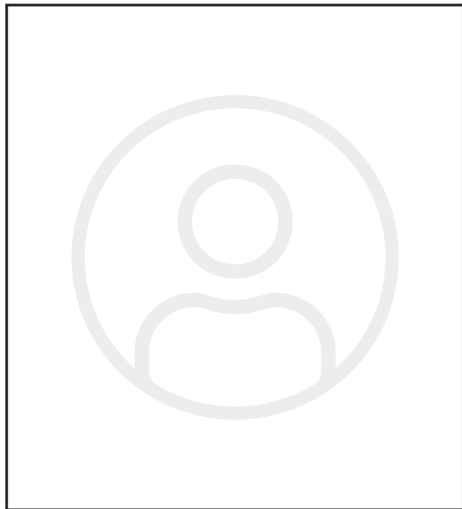


Persona Type:



Overview of Persona

Quote

Goals  
1:  
2:  
3:  
4:

Frustrations  
1:  
2:  
3:  
4:

Reach/Opportunities

Transactional Emotional



Non Tech Savvy Tech Savvy



Dining Out Frequency & Monthly Budget

Monthly Weekly



£0 £400



Digital Devices

Phone	Tablet	Laptop	Desktop
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Social Platforms

TW	FB	FB Ads	IG	LI	
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