NAME/PERIOD:

|  |  |
| --- | --- |
| **PURPOSE**  My Goal-  (1 sentence) |  |
| **AUDIENCE**  Benefits my  website will  provide |  |
| Basic  Character-  istics |  |
| Common  Emotions |  |
| Interests  and  behaviors |  |
| Customer  profile: summary of ideal/expected customer |  |