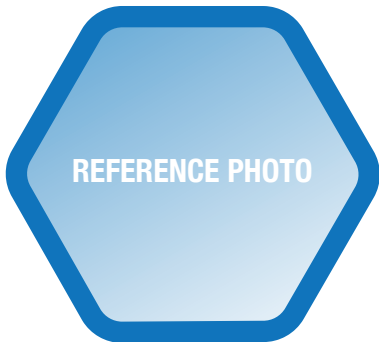


EXPERIENTIAL PERSONA (reference name)

Stakeholder Role and/or customer type



MEANINGFUL VALUE: Prioritized Core Meanings (top 3-5): **Accomplishment, Beauty, Community, Creation, Duty, Enlightenment, Freedom, Harmony, Justice, Oneness, Redemption, Security, Truth, Validation, Wonder**

(this entire section is how people define themselves—consciously and unconsciously)

<core meaning>	<core meaning>	<core meaning>	<core meaning>	<core meaning>
(how they express each of these core meanings)				

IDENTITY VALUE: Who they define themselves (roles, "kind of person," brands they identify with, etc.)

TRIGGERS (what triggers the above meaning & identity for them?)

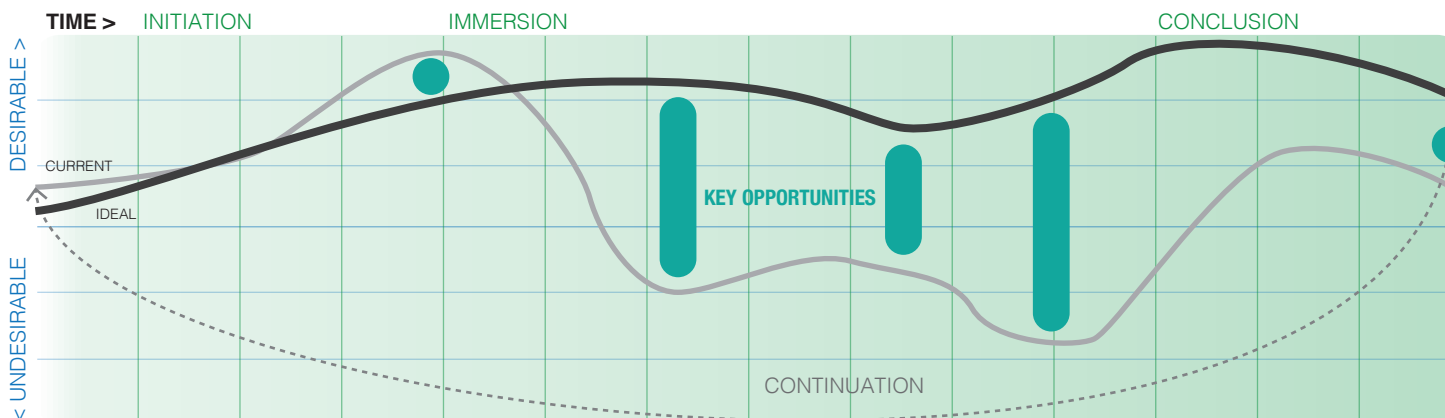
<music feeds>	<core meaning imagery & other media>	<core meaning imagery & other media>	<core meaning imagery & other media>	<core meaning imagery & other media>	<core meaning imagery & other media>
<news feeds>					
<social media feeds>					

DECISION-DRIVERS: What drives their choices and decisions (consciously and unconsciously)

EMOTIONAL VALUE (responses)

FINANCIAL VALUE (budgets & spending)

FUNCTIONAL VALUE (key features & performance)



ORGANIZATIONAL CORE MEANINGS:

<core meaning>	<core meaning>
<core meaning>	<core meaning>
<core meaning>	<core meaning>

WHAT WE CURRENTLY OFFER THEM + WHAT WE CAN OFFER THEM IN THE FUTURE

<core meaning imagery & other media>	<core meaning imagery & other media>
<core meaning imagery & other media>	<core meaning imagery & other media>

<key opportunity #1>

<description>

<key opportunity #2>

<description>

<key opportunity #3>

<description>
