|  |  |  |  |
| --- | --- | --- | --- |
| **PERSONA TEMPLATE**    **Age:**  **Languages:**  **Education/**  **Literacy Level:** | **Motivations & Goals** | **Relevant daily activities & time availability** | **Needs & Expectations** |
| **Pain Points/Frustrations** | **Technology Use** (Phone/ Network Access, Digital experience) | **Content Preferences** (Channels/ level of depth) |

**Open Questions for Research/ Data Needs:**