Who is your target group? Choose three fictitious but likely users and describe them as precisely as possible.

HELLO, TARGET GROUP

TOOL

Last name, first name

Occupation

Place of residence

Age

Features

Interests

CHANGE IN BEHAVIOUR

Behaviour, today

Desired future behaviour

Last name, first name

Occupation

Place of residence

Age

Features

Interests

CHANGE IN BEHAVIOUR

Behaviour, today

Desired future behaviour

Last name, first name

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