



[picture]

name.....  
profession.....  
education.....  
age.....  
life motto .....

[moodboard]

short description.....  
.....  
.....  
.....

where they spend their work time.....  
.....  
.....  
.....

how they spend their budget.....  
.....  
.....  
.....

Other roles in the decision making process.....  
.....  
.....  
.....

Influenced by.....  
.....  
.....  
.....

How they would describe themselves, as a professional.....  
.....  
.....

E1.

E2.  
E5.  
I2.  
I6.

E4.  
I3.  
I5.  
I6.

E3.            I1.  
E4.            I2.  
E5.            I4.  
E6.            I5.