Audience Persona

Name:	Platforms:	Questions they have:
Picture:	Others:	
Age Range:	Who do they already trust online?	Questions you would like to ask them:
Job:		

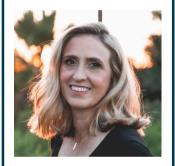
Audience Persona Group A

Content Club

Name:

Harriet

Picture:



Platforms:



Others:

Our website

Questions they have:

What does The National Lottery Heritage Fund invest in?

What will make my application/project successful?

How can I include a more diverse range of people in my heritage project?

Age Range:

30

Director/Manager of

Job:

Heritage

charity/project

to 55

Who do they already trust online?

Personal Contacts Existing funder's email newsletters

Other Heritage Sites

Questions you would like to ask them:

How do you research funding options?

How do you market and promote your work?

What extra help do you need in apply for funding?

What is your long term vision?

Content Club

Audience Persona Group B

Content Club

Name:

Harriet

Picture:



Platforms:

Others:

Our website

Questions they have:

What does The National Lottery Heritage Fund invest in?

What will make my application/project successful?

How can I include a more diverse range of people in my heritage project?

How to create more sustainably in my work?

Age Range:

30 t

to 55

Job:

Director/Manager of Heritage charity/project Who do they already trust online?

Personal Contacts Existing funder's email newsletters

Other Heritage Sites

Questions you would like to ask them:

How do you research funding options?

How do you market and promote your work?

What extra help do you need in apply for funding?

What is your long term vision?

Content Club