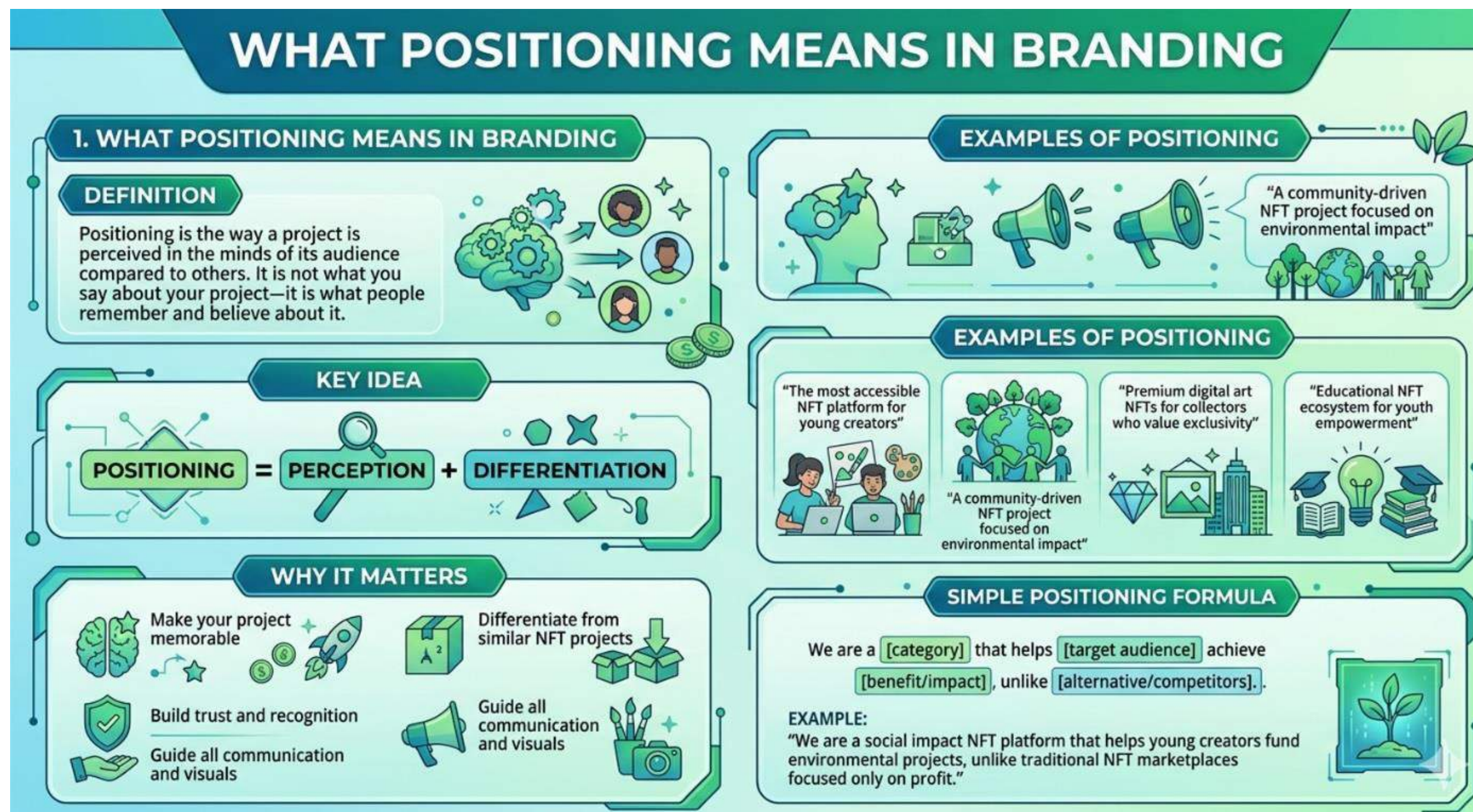


Defining Position, UPS, Buyer Persona

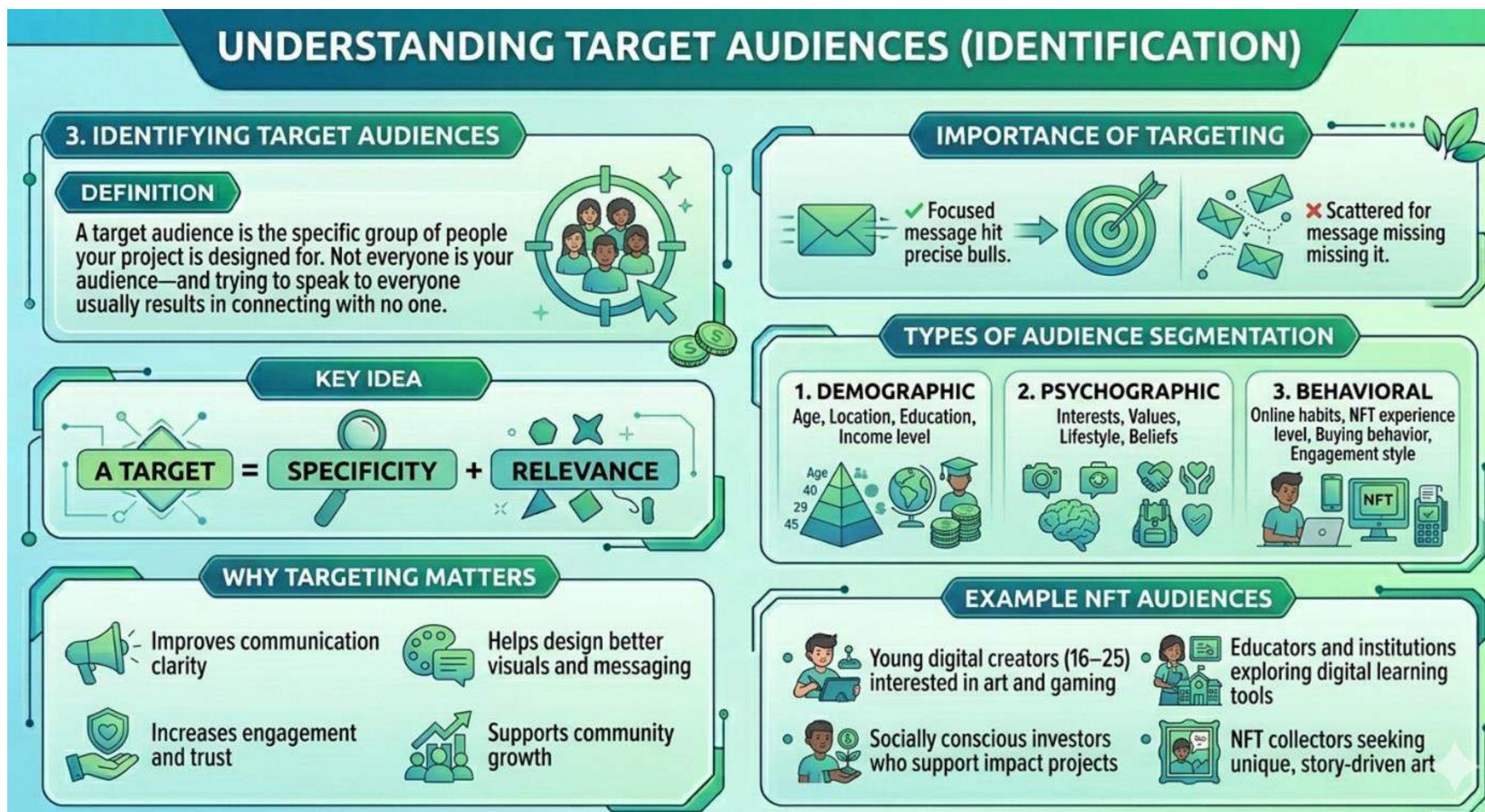


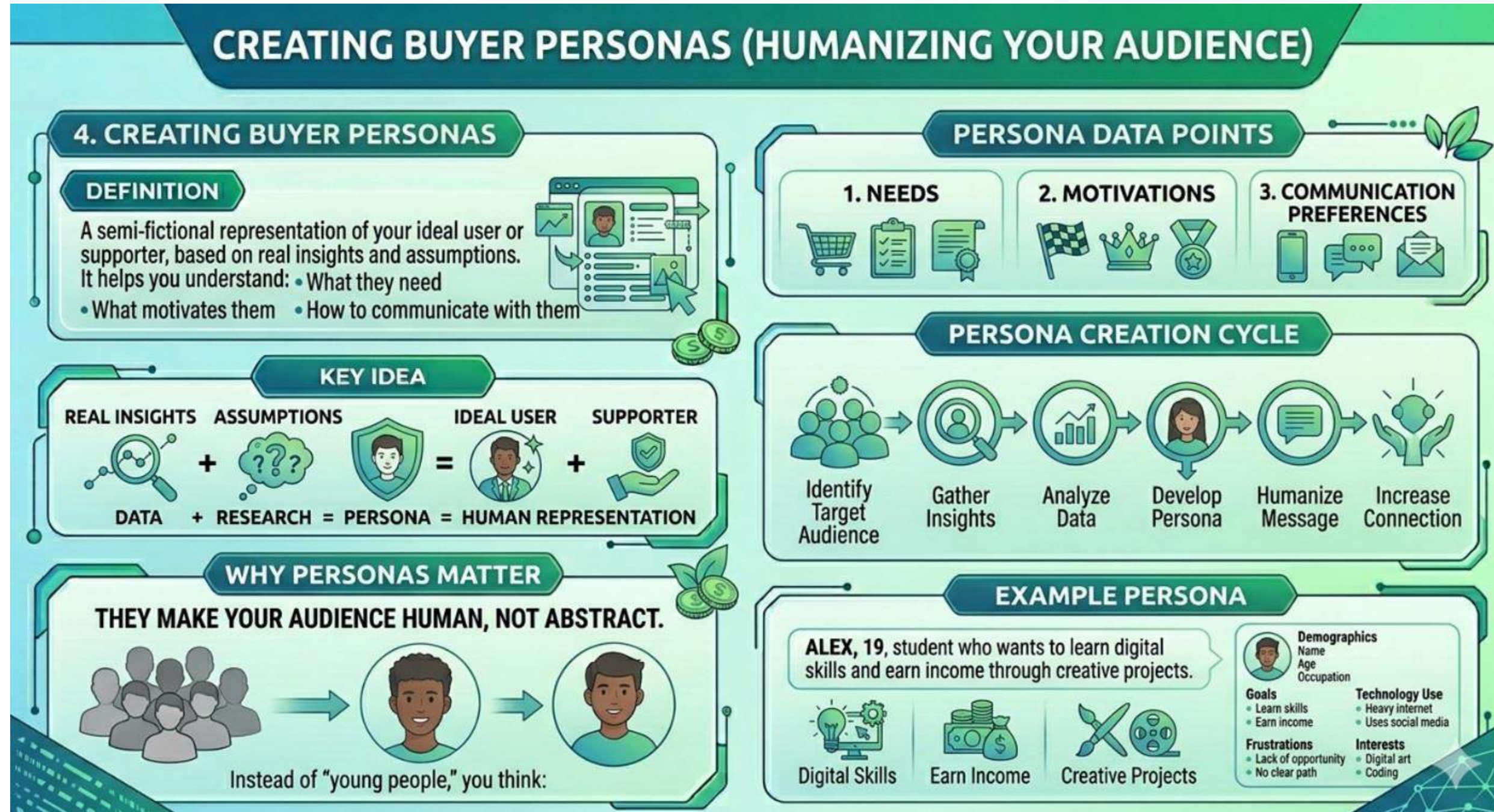
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Template Buyer Persona



Name:

Give it a realistic name (e.g., Maria, Alex, David)

Age:

Define a specific age or range

Interests:

Digital art

Gaming

Social impact

Technology

Entrepreneurship

Motivations:

Learning new skills

Making money online

Supporting social causes

Belonging to a community

Pain points (optional but useful):

Lack of opportunities

Limited digital knowledge

Distrust in online projects

Overcrowded NFT space

Why they would support your NFT project:

Explain the emotional or practical reason

Example Buyer Persona

Name: Alex

Age: 20

Interests: Gaming, digital art, online communities, crypto culture

Motivations:

Wants to earn income through creative work

Interested in Web3 and NFTs

Enjoys being part of digital communities

Pain points:

Confused by too many NFT scams

Unsure which projects are trustworthy

Why they would support the project:

Alex would support a transparent NFT project that rewards creativity and offers real learning opportunities while being part of a supportive community.



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