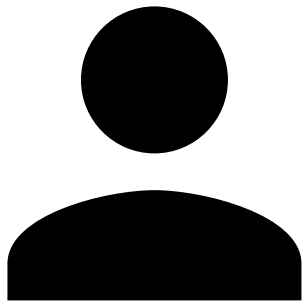


FIRST NAME

PROFILE

Gender : Female/Male/non binary/etc.
Age : 1-100
Occupation : Job title
Family : Kids, married, single, etc.
Location : City / State
Character : Type



a quotation that captures this user's personality

CAUSES

ZONTA

- Link to Zonta ?
- Link to other Club services ?
- Has she/he ever heard about Zonta?

BIOGRAPHY

Has to be short paragraph to describe the user's journey. It should include some of their history leading up to a current case. It may be helpful to incorporate information listed across the template and add pertinent details that may have been left out. Highlight factors of the user's personal and professional life that make this user an ideal candidate of your actions / Club.

GOALS

A task that needs to be completed

A life goal that needs to be reached

Or an experience that need to be felt

FRUSTRATIONS

The challenges this user would like to avoid.

An obstacle that prevents this user from achieving their goals.

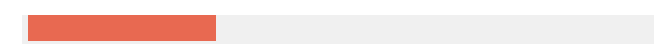
Problems with the available solutions.

PREFERRED CHANEL(S)

Traditional



Referral



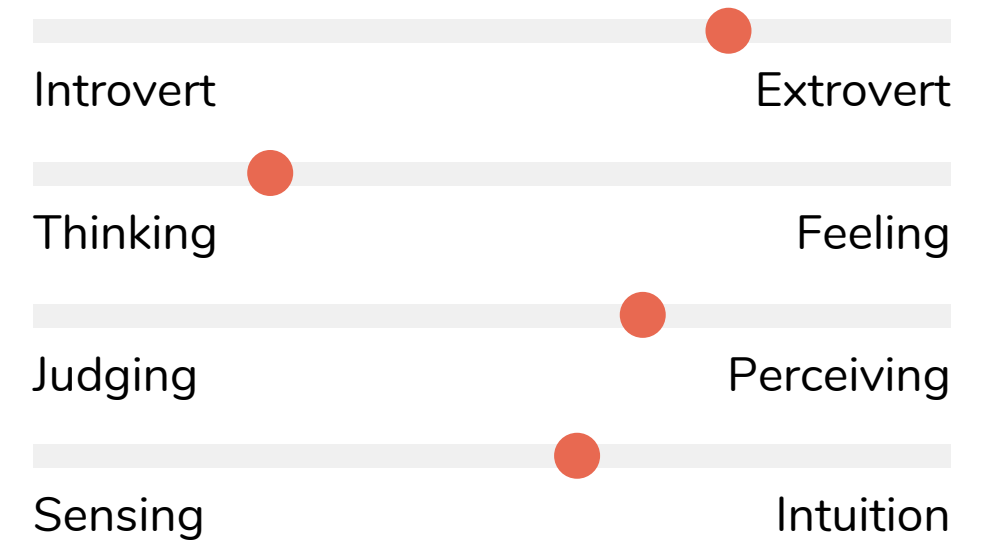
Online & social media



Networking events



PERSONALITY



MOTIVATION

Incentive



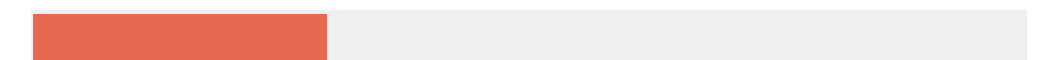
Fear



Growth



Power



Social



ZOOM ON SOCIAL MEDIA

Professional/LinkedIn



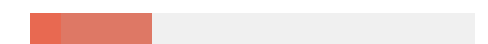
Facebook



Instagram

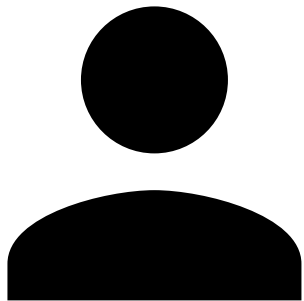


TikTok



PROFILE

Gender :
Age :
Occupation :
Family :
Location :
Character :



CAUSES

ZONTA

--

BIOGRAPHY

--

GOALS

FRUSTRATIONS

PREFERRED CHANEL(S)

Traditional	Referral
Online & social media	Networking events

PERSONALITY

Introvert	Extrovert
Thinking	Feeling
Judging	Perceiving
Sensing	Intuition

MOTIVATION

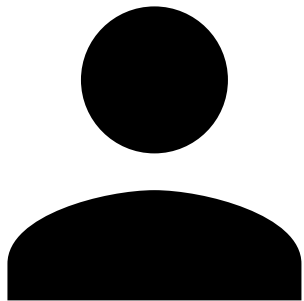
Incentive
Fear
Growth
Power
Social

ZOOM ON SOCIAL MEDIA

Professional/LinkedIn	Facebook
Instagram	TikTok

PROFILE

Gender : Female
 Age : 31
 Occupation : Graphic designer
 Family : 1 kid - 2 years old / living with boyfriend - not married
 Location : Lausanne / Switzerland
 Character : Creator, honest, loyal, fun



“

Beauty is in the eyes of the beholder. Oscar Wilde

CAUSES

Ecology
 Feminism

ZONTA

- Never heard about Zonta and doesn't really know how a service club works
- She has always wanted to be involved in "making the world a better place". She has a sensitivity to ecology and and participated in the feminist strike on June 14 in Switzerland.

BIOGRAPHY

she has lived in the region for 6 years. She does not have a large network. She always wants to create new sincere connections but it is not easy. She enjoys traveling, going out with friends and sports.

Her life is busy between child and work. She doesn't take much time for her hobbies but wants to change that.

GOALS

Make the world a better place

Rise her child

Career

FRUSTRATIONS

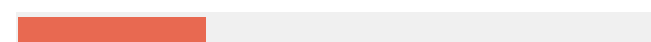
she does not have enough time for herself

Network

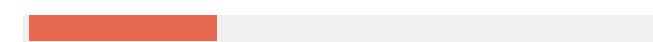
Managing daily life with a young baby

PREFERRED CHANEL(S)

Traditional



Referral



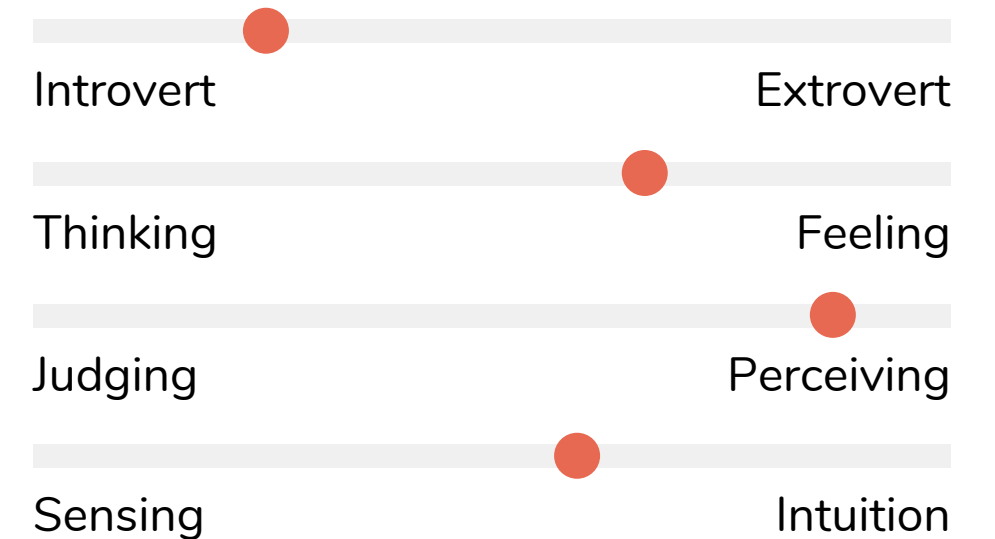
Online & social media



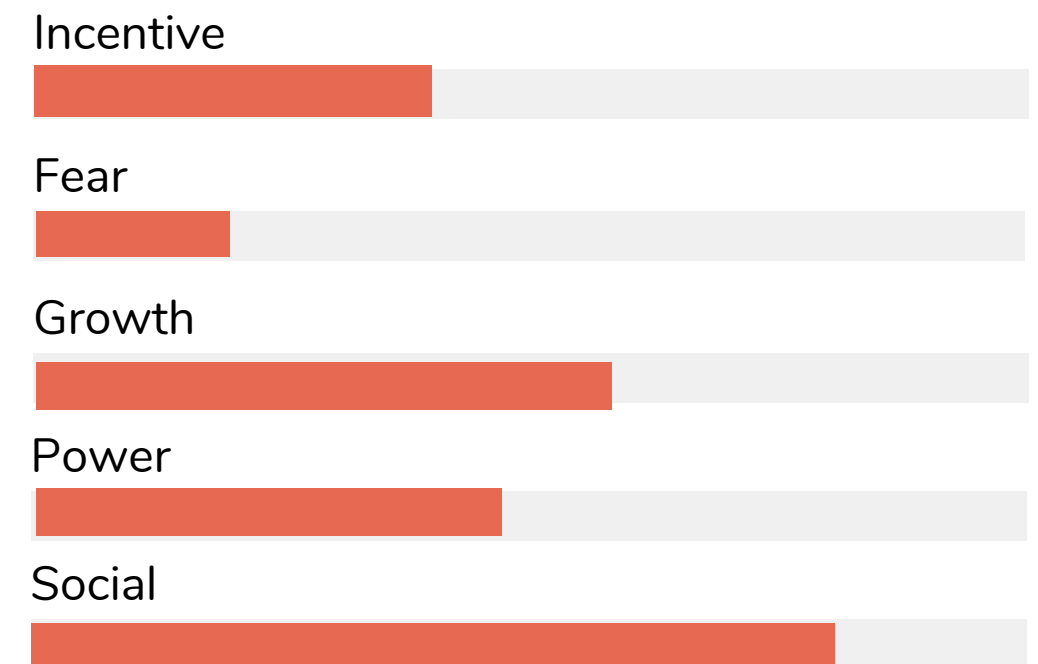
Networking events



PERSONALITY



MOTIVATION



ZOOM ON SOCIAL MEDIA

