

Brand Target

What does the business or product accomplish? How does it work? Why is it important?



Mirror of Desire

Define 1-3 customers' demographics. How do they see themselves with your product?

1st Customer Demographics

Aspirational Identity

2nd Customer Demographics

Aspirational Identity

3rd Customer Demographics

Aspirational Identity

Values

Starting with the most important, what are the business's core values?

1

2

3

4

Spectrum

Express the characteristics of the business by plotting a point along these spectra.

