

Buyer Persona		
Factors		Response
1	Name	Christine
2	Age Range	20-50 years old
3	Gender	Female
4	Occupation	Housewife
5	Income Level	Profesional
6	Education	University Degree
7	Family Status	Married, with kids
8	Interests/Hobbies	Reading, Community Service, Spiritual Activities
9	Goals	Understanding Mental Health Issue, Seeks Personal Growth
#	Pain Points	Lack of quality resources addressing mental health in Indonesian from Christian Perspective
#	Preferred Channels	Online stores, Blogs on Mental Health, Faith based channels
#	Decision Factors	Purpose of the products, Relevance to Personal Challenges, Affordability