

Business and Economics



Anonymous 1m



Creating Buyer Persona

I was looking for OER materials to help students create Personas. In my course one of the important tools is the Persona Model that helps understand the target customer's objectives, needs, and lifestyle.

I found a free interactive Persona making webpage at <https://www.hubspot.com/make-my-persona>



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Add comment



Peter S 3d



Better Budgeting: Getting students to relate to budget