**Target Users and Goals**

**Page:** *Page title or URL*

|  |
| --- |
| TARGET AUDIENCES |
| 1. |
| 2. |
| 3. |

TARGET AUDIENCE #1

|  |  |
| --- | --- |
| Primary Message | Primary Goal |
| Obstacles to Goal | Measure of Success |

TARGET AUDIENCE #2

|  |  |
| --- | --- |
| Primary Message | Primary Goal |
| Obstacles to Goal | Measure of Success |

TARGET AUDIENCE #3

|  |  |
| --- | --- |
| Primary Message | Primary Goal |
| Obstacles to Goal | Measure of Success |