

CUSTOMER PERSONA

Name

Demographics

Your persona's basic information.

Age

Gender

What does your persona look like?

Occupation

Income

Education

Location

Relationship Status

Children

Yes

No

Ages

Biography

Your persona's key life experiences. Write a sentence, make a dot-point list, whatever works for you.

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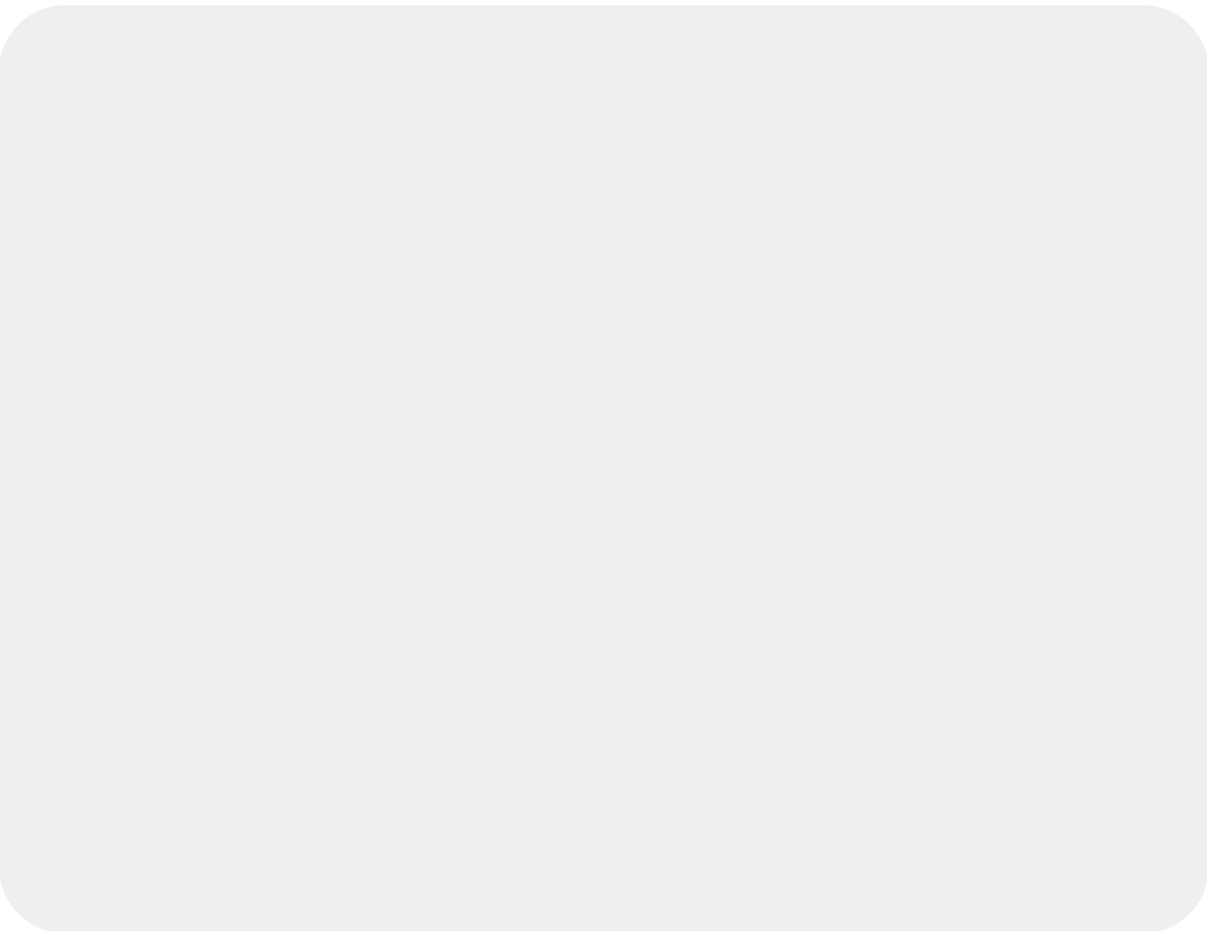
Values

Your persona's principles or standards or behaviour; what they judge to be important in life.

Prompts

Use the prompts below as a starting point for creating your persona's values.

- *Technology*
- *Food & Drink*
- *Politics*
- *Social Media*
- *Spirituality*
- *Family*
- *Sustainability*
- *Money*
- *Community*
- *Health & Exercise*
- *Privacy*
- *Communication*
- *Parties & Events*
- *Work*
- *Art*
- *Cleaning*

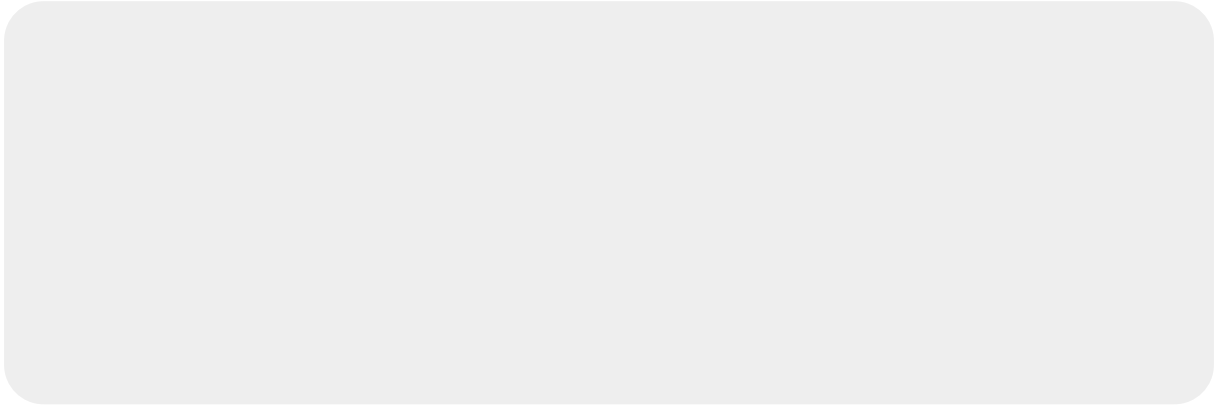


CUSTOMER PERSONA

Interests

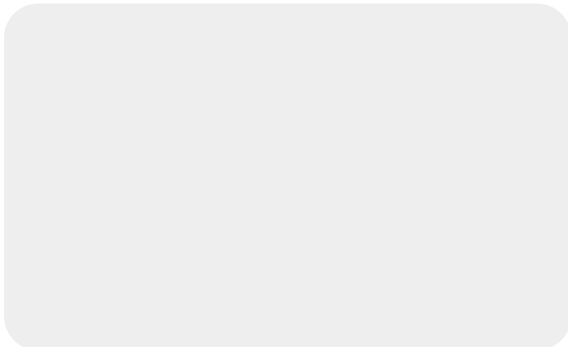
What your persona does on a daily basis or activities and things they enjoy.

Do they have any hobbies? What websites, books, podcasts or magazines do they visit, read and listen to? Who do they follow on Instagram? Are they part of any groups (online or offline)? Do they have pets? List anything that your persona might do during an average week.



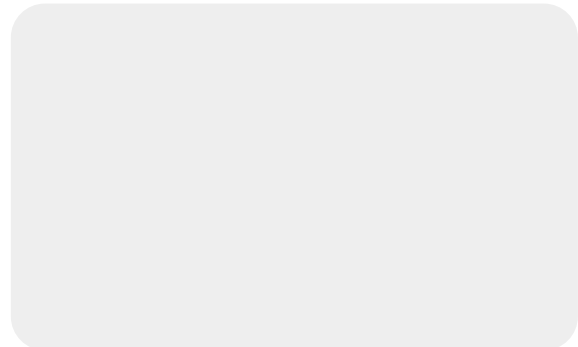
Goals

Your persona's short and long-term aspirations.



Fears

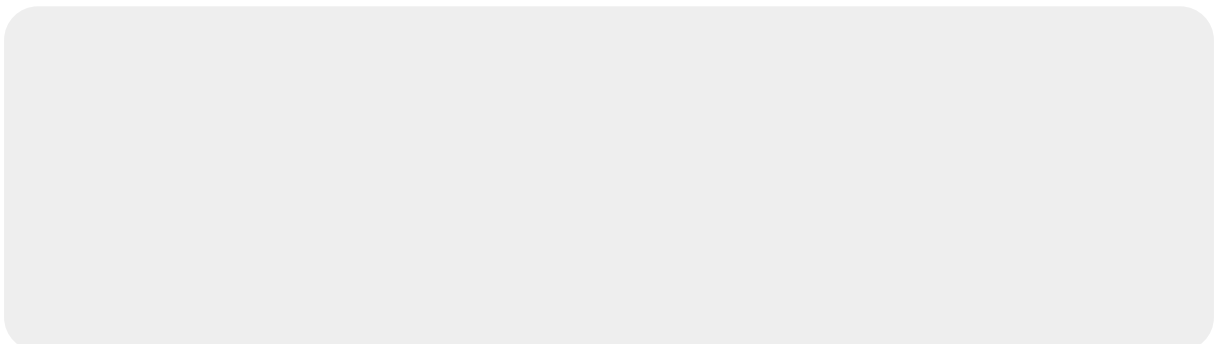
What keeps your persona up at night?



Your Solution

The following questions relate to how your persona thinks about and uses your solution.

What was causing your persona pain prior to using your solution?



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Your Solution (continued.)

How did your persona address their problem before your solution?

What triggered your persona's search for a solution?

What are the **top three factors** influencing your persona's decision to pay for a solution to their problem?

What's your persona's **biggest fear** in using a solution like yours?