Creating Customer Personas

DIGITAL TOURISM THINK TANK
WWW.THINKDIGITAL.TRAVEL

Create the Persona

Thinking about your target audience, decide 4 Personas and identify their name, age and country of residence followed by their interests. It can be a single person or a couple or a family.

Persona 1

Draw or add a photo

Name: .....

Age: .....

Country: .....

Interests: .....

Persona 2

Draw or add a photo

Name: .....

Age: .....

Country: .....

Interests: .....

Persona 3

Draw or add a photo

Name: .....

Age: .....

Country: .....

Interests: .....

Persona 4

Draw or add a photo

Name: .....

Age: .....

Country: .....

Interests: .....

Characterise the Persona

For each of your 4 Personas write a quote that reflects them and use the sticky notes to identify their characteristics such as behaviour, attitudes, needs and goals and how you can help them achieving them.

Draw or add a photo

Name

Quote that reflects the persona:

"..... ....."

DEMOGRAPHICS	BEHAVIORS	ATTITUDES

NEEDS/ CHALLENGES	GOALS/ MOTIVATIONS	HOW CAN WE HELP?

Draw or add a photo

Name

Quote that reflects the persona:

"..... ....."

DEMOGRAPHICS	BEHAVIORS	ATTITUDES

NEEDS/ CHALLENGES	GOALS/ MOTIVATIONS	HOW CAN WE HELP?

Draw or add a photo

Name

Quote that reflects the persona:

"..... ....."

DEMOGRAPHICS	BEHAVIORS	ATTITUDES

NEEDS/ CHALLENGES	GOALS/ MOTIVATIONS	HOW CAN WE HELP?

Draw or add a photo

Name

Quote that reflects the persona:

"..... ....."

DEMOGRAPHICS	BEHAVIORS	ATTITUDES

NEEDS/ CHALLENGES	GOALS/ MOTIVATIONS	HOW CAN WE HELP?

Target the Persona

For each of your 4 Personas identify a type of content, the channels, an ambassador and an experience at the destination that would suit them for promotional campaigns.

Type of content: .....

Channels: .....

Ambassador: .....

Experience: .....

Type of content: .....

Channels: .....

Ambassador: .....

Experience: .....

Type of content: .....

Channels: .....

Ambassador: .....

Experience: .....

Type of content: .....

Channels: .....

Ambassador: .....

Experience: .....

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