

Customer Persona Template

1. Persona Overview

- **Persona Name:**
(Give the persona a name to make it relatable, e.g., "Busy Professional Patricia" or "Eco-Conscious Emma")
- **Photo:**
(Insert an image of a representative person, even a stock photo, to humanize the persona.)
- **Demographics:**
 - **Age:**
 - **Gender:**
 - **Location:**
(City, state, country, or region)
 - **Occupation:**
 - **Income Level:**
 - **Education Level:**
 - **Marital Status:**
 - **Children:**
(If applicable, how many?)
 - **Housing Situation:**
(Owns, rents, etc.)
 - **Work Situation:**
(Full-time, part-time, self-employed, etc.)

2. Background and Personal Story

- **Personal Description:**

(A short story about the persona. This should be a narrative description based on data or research about their life, challenges, and aspirations.)

- *Example: "Patricia is a 35-year-old marketing manager living in Chicago. She works long hours and values her free time on weekends. She is busy but wants to stay healthy and active despite her hectic schedule."*

- **Personality:**

(Describe the personality of this persona. Are they ambitious, detail-oriented, fun-loving, risk-averse, etc.?)

- **Key Traits:**

(Mention traits like "independent," "family-oriented," "tech-savvy," etc.)

3. Goals and Objectives

- **Primary Goal:**

(What is the persona trying to achieve in their personal or professional life?)

- **Secondary Goals:**

(Additional objectives they are working toward.)

- **Example:**

"Patricia's primary goal is to advance her career while maintaining a healthy work-life balance. She also wants to spend more time exercising and traveling."

- **What Success Looks Like to Them:**

(How will they measure success? How do they envision their ideal life or experience?)

4. Challenges and Pain Points

- **Primary Challenges:**
(What struggles does this persona face in their daily life or in relation to your product/service?)
- **Pain Points:**
(Specific issues or frustrations they experience that your product/service can help resolve.)
 - **Example:**
"Patricia finds it difficult to maintain a healthy lifestyle due to her busy schedule. She struggles to find convenient fitness solutions that fit her needs."

5. Buying Motivations

- **Core Motivation:**
(What drives this persona to make purchasing decisions? Is it price, quality, social proof, brand values, etc.?)
- **Key Motivators:**
(What factors influence their decision to buy?)
 - **Example:**
"Patricia is motivated by convenience and quality. She prefers services and products that are time-saving and align with her values of health and sustainability."
- **Objections to Purchase:**
(What might stop them from purchasing? This could include concerns about price, availability, or quality.)

6. Preferred Products or Services

- **Favorite Products/Services:**
(What types of products/services does this persona typically buy in your industry?)

- **Brand Preferences:**
(Do they have any brand loyalty? If so, why? E.g., eco-friendly brands, luxury items, etc.)
 - **Example:**
"Patricia often purchases fitness apps that offer guided workouts and meal planning, as she needs quick and easy solutions. She also values eco-friendly brands like Patagonia."

7. Communication Preferences

- **Preferred Communication Channels:**
(How does this persona prefer to receive communication? Email, social media, phone calls, etc.)

- **Tone/Style: |**
(Do they respond better to formal or casual tone? Professional, friendly, or humorous?)

- **Frequency of Contact: |**
(How often would they like to hear from your brand?)
 - **Example:**
"Patricia prefers receiving communication through email but likes to see a personal touch in the messaging. She doesn't like receiving too many emails and prefers to be contacted once a week."

8. Social Media and Content Consumption

- **Preferred Social Media Platforms:**
(Which platforms does the persona use most often? Facebook, Instagram, LinkedIn, etc.)

- **Content They Consume:**

(What kind of content do they engage with? Articles, videos, podcasts, etc.)

- **Example:**

"Patricia is active on LinkedIn and Instagram. She follows influencers in the fitness and wellness space, and she often reads articles on how to improve work-life balance."

9. Decision-Making Process

- **How They Make Decisions:**

(Do they rely on reviews, social media influence, friends and family, or online research?)

- **Buying Behavior:**

(Do they impulse buy or take their time to research and compare before making a purchase?)

- **Example:**

"Patricia takes her time to research before making a purchase. She reads product reviews and checks social media for user testimonials. If her friends recommend something, she's more likely to try it."

10. Customer Journey

- **Awareness:**

(How do they become aware of products/services like yours?)

- **Consideration:**

(What factors do they consider before making a purchase?)

- **Decision:**

(What makes them decide to purchase? Offer incentives, urgency, discounts, etc.)

- **Example:**

"Patricia becomes aware of products through Instagram influencers. She considers the reviews, the company's commitment to sustainability, and the ease of use before making her purchase decision."

11. Additional Notes

- **Any Other Relevant Information:**
(Any other insights about the persona that could help your team better understand and engage them.)