

USE THIS TEMPLATE TO CREATE A

CUSTOMER PERSONA

BACKGROUND

Your persona's back story. How did they end up where they are today?

DEMOGRAPHICS

What is their gender, profession, age, family status, and income level?

PERSONALITY & PREFERENCES

This is what makes a persona personal. It's their likes, values, and how they prefer to interact.

OBJECTIVES

What are their goals and desires, both personal and professional?
What are they trying to accomplish in their career or their life?

PAIN POINTS

What are the specific areas in which they face challenges in their business or personal life? What are the barriers that could be overcome with the right solutions?

HOW YOU CAN HELP

Describe a few of the ways you can address the pain points and help them accomplish their objectives, likes, values, and how they prefer to interact.

PERSONA NAME

Make your persona easier to recall by giving it a memorable name.

STORY

Craft a narrative that brings your persona to life, including the elements you've described in this template.