Creating Customer Personas

Part A: Persona Identification

Recommended number of personas: _____

Primary Persona 1: _____

Primary Persona 2: _____

Primary Persona 3: _____

Part B: Detailed Persona Development

PERSONA NAME: _____

DEMOGRAPHIC PROFILE

Age: _____   Gender: _____   Location: _____

Income: $ _____   Education: _____

Occupation/Job Title: _____

Industry: _____

PSYCHOGRAPHIC PROFILE

Core Values (what matters most):
_____

Lifestyle Description:
_____

Personality Traits:
_____

Attitudes Relevant to Product:
_____

BEHAVIORAL PROFILE

Current Solution Behavior:

_____

Usage Patterns:

_____

Purchase Behavior:

_____

Engagement Style:

_____

NEEDS PROFILE

Primary Need:

_____

_____

Pain Points:

1. _____
2. _____
3. _____

PERSONA NARRATIVE

Brief story (2-3 paragraphs):

_____

_____

_____

_____

_____

_____

KEY MOTIVATORS

What would motivate to try?

_____

_____

What would motivate to pay?

_____

_____

What would motivate to recommend?

_____

_____

BARRIERS AND OBJECTIONS

What might prevent trying?

1. _____
2. _____

ACQUISITION CHANNELS

Where does persona spend time online?

_____

_____

Marketing channels that would reach them:

_____

_____

Who influences their decisions?

_____

_____

PRODUCT IMPLICATIONS

Must-have features:

1. _____
2. _____
3. _____

Delight features:

1. _____
2. _____

PRICING SENSITIVITY

Too cheap: $ _____

Good value: $ _____

Too expensive: $ _____

Part C: Persona Prioritization

Primary Persona: _____

Why is this your primary persona?

_____

_____

✓ Next Steps

Use these personas to guide product, marketing, and sales decisions.
Complete Worksheet 6.3 for market selection and positioning.