

# Customer personas

**NAME:**



## Demographics

For example age, gender, marital status, geographic location, education, career information or any other demographic or biographic information that allows you to better empathise with your target



## Life and lifestyle

What kind of life are they living?  
What activities make up their day?  
What are their interests?



## Goals

What are their current aims in life? What are they trying to achieve? What are their hopes, their dreams?



## Challenges and pains

What's frustrating them?  
What are they worried about? What is in their way?



## Where do they go for info?

Where do they find out about new things? How would they look for information or new products/services? What is their online behaviour?



## How we make life better

How does your product make their life better?



**NAME:**



## Demographics



## Life and lifestyle



## Goals



## Challenges and pains



## Where do they go for info?



## How we make life better

