

Customer Persona Template

Marketing Before Funding

[\[click here to learn how to create a customer persona\]](#)

1. Name and Title

2. Basics

Includes demographics and psychographics – age, gender, location, family life, likes and dislikes, location in adoption curve (i.e. innovator, early adopter, early majority, late majority).

3. Professional and personal background

Includes job title, job history, role, leisure activities, hobbies.

4. Quote

Should encapsulate the persona's attitude towards our product or service.

5. Technical background

How comfortable are they online and what activities do they perform on the web? What devices do they use? This is important for determining how the audience will interact with the brand online).

6. Favourite websites (1-3)

7. Goals

What is this person's goals when looking for a vendor? Do they want to find a vendor they can work with quickly? Do they shop by price? Do they need a partner for long-term engagement?

8. I need / I want statements

What does this person need and or want in order to reach the above goals. Remember to keep in mind all of the characteristics you described above.