

# CUSTOMER PERSONA WORKSHEET



## CUSTOMER NAME

## DEMOGRAPHICS

Think about who the person is. How old are they? Where do they live and work?  
With this information, construct a short bio to paint a picture of the person.

## GOALS AND ASPIRATIONS

What does this person hope to achieve? Is it a task that needs to be completed, a life goal to be reached or an experience to be felt?

## PERSONALITY

Think about whether the person is an introvert or extrovert.  
Do they think about decisions, weighing up the pros and cons or are they more spontaneous and impulsive?

## TECH SKILLS

Web / Internet	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Computer Software	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mobile Apps	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Social Networks	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

## PREFERRED DEVICE

Mobile	Desktop	Laptop	Tablet
			

## FEARS AND FRUSTRATIONS

What does this person fear or become annoyed by?  
Think of this as the obstacles that prevent this person from achieving their goals.

## MOTIVATIONS

Are the persons actions driven by incentives, fears, a sense of achievement, growth and personal development, power, or social motivations? Dig deep and put yourself in their shoes.







## INTERESTS AND HOBBIES

What does this person enjoy doing? Do they like art, are they active, thrill seekers or do they enjoy the finer things in life?

## SOURCES OF INFORMATION

Website	Experts	Conferences	Blogs
Magazines	Social Media	TV	Newspaper

## ACCOUNTS

 Instagram	 Facebook	 LinkedIn
 Youtube	 TikTok	 Snapchat