

PERSONA WORKSHEET

PICTURE YOUR CUSTOMER		DEMOGRAPHIC INFORMATION	
PERSONA NAME This makes your fictional person a little more real		AGE	
		GENDER	
		FAMILY	
PICTURE OR IMAGE Put a face to a name		LOCATION	
		INCOME	
		PERSONALITY	
		LIFESTYLE	
		TECHNOLOGY USE	
BRIEF BIO What makes this person a customer?			
UNDERSTAND THEIR BUSINESS AND ROLE			
COMPANY OR INDUSTRY Where does your customer work?		TO WHOM DO THEY REPORT? WHO REPORTS TO THEM? What is their level of influence in the company?	
ROLE OR JOB TITLE What does your customer do?		HOW DO THEY MEASURE SUCCESS? Key KPIs and metrics of success	
OUTLINE THEIR GOALS			
WHAT DO THEY WANT TO ACCOMPLISH?			
WHAT DO THEY VALUE?			
WHAT ARE THEIR INTERESTS?			
WHAT IS THEIR PAIN POINT? WHAT CHALLENGES DO THEY FACE?			
WHAT TOOLS DO THEY USE TO REACH THEIR GOALS?			
WHERE DO THEY GO FOR INFORMATION?			
WHAT INFLUENCERS DO THEY RELY ON?			
WHAT MOTIVATES THEM?			
WHAT BRANDS ARE THEY LOYAL TO?			

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