Customer persona template

A **customer persona template** is a structured framework used to define and understand your ideal customers. It outlines key details such as demographics, behaviors, pain points, and goals, helping businesses tailor their services and communication to meet customer needs more effectively. By creating detailed personas, companies can personalize interactions, improve customer experience, and drive better engagement.

Name: <e.g Sally, the Millennial Home Owner>

The company that understands its customers best comes out on top. Create one customer persona for each of your core customer segments.

Demographics	
Gender	*What is their gender identity? (e.g., Female, Male, Non-binary, etc.)*
Age	*What is their age or age range? (e.g., 30-35 years old)*
Location	*Where do they live? (e.g., urban, suburban, rural, specific city or region)*
Education	*What is their level of education? (e.g., Bachelor's degree, Master's, high school diploma, etc.)*
Other info	*Any other relevant demographic information? (e.g., marital status, number of children, income level)*

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Job & seniority	
Title & responsibility	*What is their job title and what are their key responsibilities? (e.g., Marketing Manager, overseeing content strategy)*
Role in purchasing process (B2B only)	*What role do they play in the buying decision? (e.g., decision-maker, influencer, researcher, approver)*
Reputation among colleagues	*How are they perceived at work? (e.g., respected leader, team player, known for their attention to detail)*

Psychographics	
Pain points	*What challenges or frustrations do they face in relation to your product or service? (e.g., lack of time, difficulty managing home repairs, feeling overwhelmed by choices)*

Attitudes & opinions	*What are their attitudes toward your industry, product, or service? (e.g., skeptical of new technologies, prioritizes sustainability, values convenience over cost)*
Values	*What do they value the most in life or at work? (e.g., work-life balance, family, professional development, sustainability)*
Fears	*What are their main fears or concerns? (e.g., fear of making the wrong purchase decision, fear of missing out on better deals, fear of being judged)*

Pet peeves	*What annoys them or creates friction in their daily life? (e.g., slow customer service, misleading marketing, poor product quality)*

Information sources	
Where do they get their information from?	*What channels do they rely on for information? (e.g., social media, blogs, podcasts, reviews, peer recommendations)*
Who do they trust?	*Who do they turn to for advice or recommendations? (e.g., family, colleagues, industry influencers, online forums)*