Customer Persona Template

Marketing Before Funding

[click here to learn how to create a customer persona]

1. Name and Title

Jolene Newman, musician

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

Jolene is a 34-year-old married woman with no children living in California. She is the artsy type and loves museums, picnics, and reading. She dislikes anything boring or uninspired. She's an early adopter for fashion.

3. Professional and personal background
Includes job title, job history, role, leisure activities, hobbies.

Jolene went to music school to learn composition and songwriting. She now works as a songwriter and pianist. She enjoys going on hikes with her husband and drinking fancy wine with friends.

4. Quote
Should encapsulate the persona's attitude towards your product or service.

Jolene has seen a friend wearing the boutique's clothes and likes the style. She is interested in browsing the website, but is worried that they will have high designer brand prices.

5. Technical background

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

Jolene is a millennial, so she's quite comfortable using the web and computers. She does some online shopping from time to time and uses social media. She has a smartphone and a laptop.

6. Favorite websites (1-3)

Pinterest, Vestiaire Collective, YouTube

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?

Jolene wants an easy, streamlined shopping experience. She isn't as concerned about price as others, but won't spend hundreds of dollars on a garment. She wants a good online boutique she can go back to when she wants a new article of clothing.

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.

To reach these goals, Jolene needs to find a website that has stylish and high-quality clothes, mid-range prices, and a user-friendly experience.