

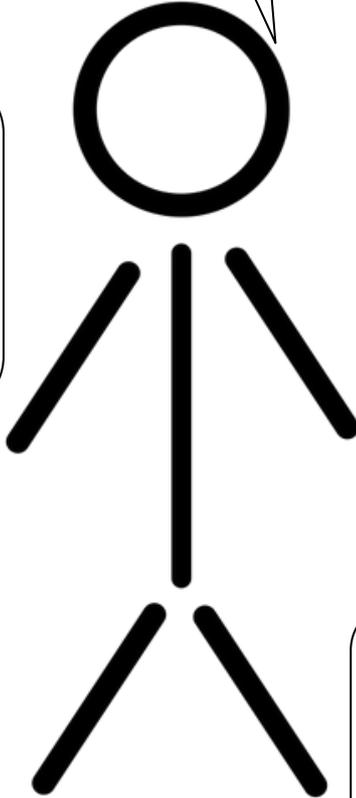
# CUSTOMER PERSONA

Demographic profile  
(age/gender/location/income/language):

My name is:

Challenges/pain points/needs:

Job/family status/background:



What are their goals? What do they value/find important?

Where do they buy products/services?

Interests/traits/personality:

How do they go about making purchases?  
Where do they get purchasing information?

What types of media do they consume? What are their preferred social media platforms?

Barriers to purchasing our product/service:

Is your customer the same as your user? Why/why not?



# USER PERSONA

Demographic profile  
(age/gender/location/income/language):

My name is:

Challenges/pain points/needs

Job/family status/background:

What are their goals? What do they value/find important?

Interests/traits/personality:

Barriers to using our product/service:

What types of media do they consume? What are their preferred social media platforms?

How do they influence the purchasing decisions of the customer?

