**Basic Information**

|  |  |  |  |
| --- | --- | --- | --- |
| Persona Name: |  | | |
| Age: |  | Gender: |  |
| Marital Status: |  | Location: | City, State, Country. |

**Demographics**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Education Level:** | | | | | |
| High School | Associate Degree | Bachelor’s Degree | Master’s Degree | Doctorate | |
| Other: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | | | | | |
| Occupation: |  | Industry: |  | | |
| Job Title: |  | Income Level: | <$30,000 | | $30,000 - $50,000 |
| $50,000 - $70,000 | | $70,000 - $100,000 |
| >$100,000 | | |

**Psychographics**

|  |  |  |  |
| --- | --- | --- | --- |
| **Personality Traits:** | | | |
| Introverted | Extroverted | Analytical | Creative |
| Practical | Optimistic | Other: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | |
| **Values and Beliefs:** | | (List any relevant values, e.g., environmental consciousness, family-oriented, etc.) | |
| **Interests and Hobbies:** | | (List hobbies and interests, e.g., sports, reading, traveling, etc.) | |
| **Lifestyle:** | | (Describe their typical lifestyle, e.g., busy professional, active retiree, etc.) | |

**Goals and Challenges**

|  |  |
| --- | --- |
| **Primary Goals:** | (What are their main objectives? e.g., career advancement, personal growth, financial stability, etc.) |
| **Challenges and Pain Points:** | (What obstacles do they face? e.g., time management, financial constraints, lack of resources, etc.) |

**Behavioral Insights**

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Shopping Preferences:** | | | | | | | | | |
| Online | | | In-store | | | | Both | | |
| **Factors Influencing Purchase Decisions:** | | | | | | | | | |
| Price | | Quality | | | Brand Loyalty | | | Convenience | |
| Recommendations | | Reviews | | | Other: | | | | |
| **Buying Cycle:** | | | | | | | | | |
| Impulsive | Considered/Research-based | | | Routine Purchase | | Seasonal | | | Other: |

**Technology Use**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Preferred Devices:** | | | | |
| Smartphone | Tablet | Laptop | Desktop | Other: |
| **Social Media Platforms Used:** | | | | |
| Facebook | Instagram | Twitter | LinkedIn | TikTok |
| **Other Frequently Used Apps/Websites:** | | | | |
| (List any other significant apps or websites they regularly use) | | | | |

**Brand Interaction**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Preferred Communication Channels:** | | | | | |
| Email | Phone | Text Messaging | | Social Media | In-person` |
| Other: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | | | | | |
| **Customer Service Expectations:** | | | (Describe their expectations for customer service, e.g., quick response times, knowledgeable staff, personalized service, etc.) | | |
| **Content Preferences:** | | | | | |
| Blogs | Videos | Infographics | | Webinars | Newsletters |

**Quotes**

|  |  |
| --- | --- |
| Direct Quotes from Persona Research: | “\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_” |

**Summary**

**Summary Statement:**

(Briefly summarize the persona’s key characteristics, needs, and behaviors)