# Customer Persona Brainstorm

## Target Audience 1: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Who - Demographics

|  |  |  |  |
| --- | --- | --- | --- |
| * Gender
 | * Age
 | * Location
 | * Occupation
 |
| * Relationships
 | * Kids
 | * Income
 |  |

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| --- | --- | --- | --- | --- | --- | --- |
| Why – Why do they want the services you offer?

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| --- | --- | --- |
| * Solution/Problem
 | * Challenges
 | * Pain Points
 |
| * Past Experience
 | * Motivations
 | * Paradise
 |

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| --- | --- | --- | --- | --- | --- | --- |
| How? How do they go about trying to solve / find answers?

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| --- | --- | --- |
| * Retail
 | * Family/Friends
 | * Experts
 |
| * Search/Internet
 | * Social
 | * Blogs
 |

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| --- | --- | --- | --- | --- | --- | --- |
| What? What information / solution are the looking for

|  |  |  |
| --- | --- | --- |
| * Questions
 | * Facts
 | * Video’s
 |
| * Proof / Trust
 | * Information
 | * Experts
 |

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