

Customer Persona Template

Marketing Before Funding

1. Name and Title

Cassidy Yates, Mother

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).

Cassidy is a 40-year-old mother of 2 teenage boys, and she lives in Michigan. Both boys love to watch superhero movies. Her husband works for General Motors, and the family generally lives within their means. They enjoy yearly bonus and tax refund times as the way to fund their vacations and hobbies.

3. Professional and personal background

Includes job title, job history, role, leisure activities, hobbies.

Cassidy chose to be a stay-at-home mom who enjoys spending time with her family, gardening, reading books and snuggling up on the couch to watch her favorite movies when she has the time. She loves the Harry Potter franchise in both book and movie form.

4. Quote

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

Although Cassidy isn't always sure what she's specifically looking for, she will enjoy browsing through what is being sold to see if there is anything that catches her eye.

5. Technical background

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

Cassidy is very comfortable using mobile devices as well as her desktop computer. She will browse stores on her phone or tablet while relaxing in the afternoon and her desktop computer in the evening.

6. Favorite websites (1-3)

- www.harrypotter.com aka (www.wizardingworld.com)
- www.marvel.com
- www.netflix.com
- www.disneyplus.com

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?

Money isn't a big deal to Cassidy if she sees something she really wants. Since she is frugal for most things, she has been able to save a little nest egg to get the special items she really wants.

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.

- Cassidy would love to find autographs of her favorite Harry Potter, Marvel, or other movie & television actors.
- Cassidy always wants to get the best presents for her boys. She wants them to be able to show off their gifts to others with pride. She is particularly excited when she finds a gift that she knows is unique.