IFAB

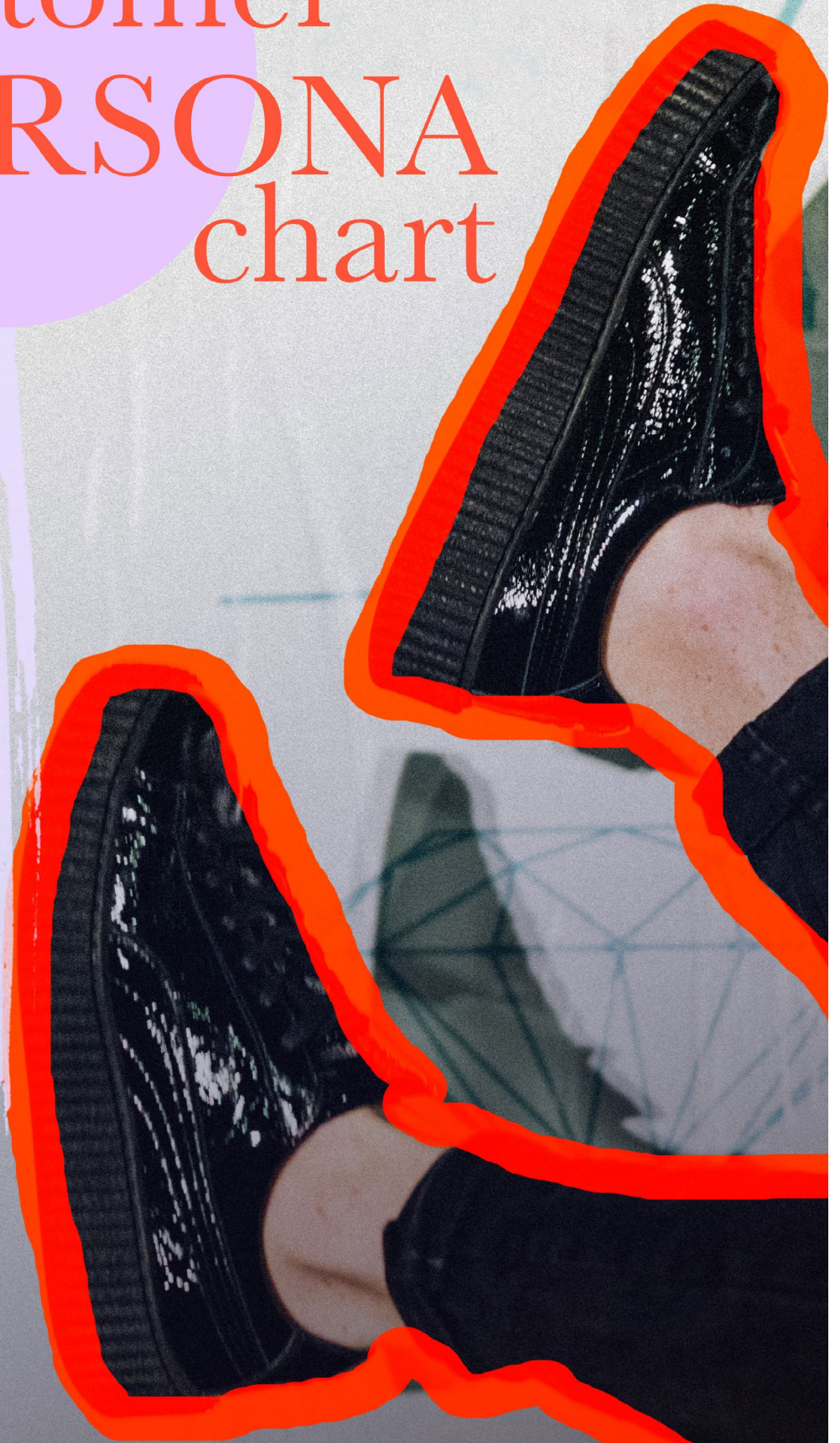# customer PERSONA chart

Customer Persona Chart

In the voice of someone in your target audience

Persona Name

Poppy Williams

Demographics

Age: 37

Location: Sydney, NSW

Education: University degree

Job: Analyst

Family: Married

Who am I?

I am Poppy Williams, married with two kids and a financial analyst. My preferences are to buy good quality clothing, sometimes sustainable

3 Reasons for me to engage with you:

1. Convenient
2. Good price
3. Australian made

3 Reasons for me not to engage with you:

1. Website is not mobile friendly
2. Charging extra for shipping
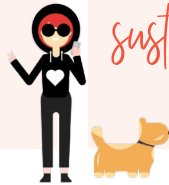3. Delivery arrived late several times

Interests

Socialising
Cooking
Regular exercise
Podcasts

Personality

Caring
Analytical
Easily annoyed
Considered

Goals

Consume less
Time for projects
Family holiday
Get a promotion

Motivations

Seeing kids happy
Recognition
Doing good
Financial gain

Frustrations

Cheap quality at a high price
Poor website UX
Waiting in line
Unreliability

Customer Persona Chart #1

Persona Name

Who am I?

3 Reasons for me to engage with you:

1.

2.

3.

3 Reasons for me not to engage with you:
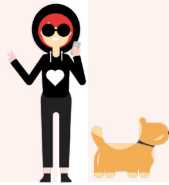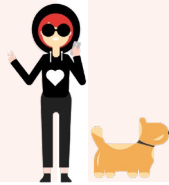
1.

2.

3.

Demographics

Age:

Location:

Education:

Job:

Family:

Interests

Personality

Goals

Motivations

Frustrations

Customer Persona Chart #2

Persona Name

Demographics

Age:

Location:

Education:

Job:

Family:

Who am I?

3 Reasons for me to engage with you:

1.

_____

2.

_____

3.

3 Reasons for me not to engage with you:

1.

_____

2.

_____

3.

Interests

Personality

Goals

Motivations

Frustrations

Customer Persona Chart #3

Persona Name

Demographics

Age:

Location:

Education:

Job:

Family:

Who am I?

3 Reasons for me to engage with you:

1.

2.

3.

3 Reasons for me not to engage with you:
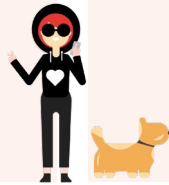
1.

2.

3.

Interests

Personality

Goals

Motivations

Frustrations