

CUSTOMER PROFILE BUYER PERSONA WORKSHEET



TARGET PERSONA IMAGE	PERSONA INFORMATION
	PERSONA NAME <i>can be the first name, first name and last name, or something slightly silly</i>
	JOB TITLE
	FICTIONAL COMPANY
	AGE
	QUOTATION

GOALS AND MOTIVATIONS

Detail at least one important, job-related goal and motivation.

VALUES AND WORK METHODS

Describe what's important to your persona, their work ethic, attention to detail, punctuality, adherence to deadlines, and so on.

CHARACTERISTICS THAT APPLY TO YOUR PRODUCT

Describe anything relevant to how the person might use your product or similar products, or how they currently do the work your product is intended for.

FURTHER DETAIL



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