

DUE NORTH

Customer Persona Brainstorm

Target Audience 1: _____

Who - Demographics

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

Why – Why do they want the services you offer?

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



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

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



What? What information / solution are the looking for

- Questions
- Proof / Trust
- Facts
- Information
- Video's
- Experts

