# **!!** Mint Design

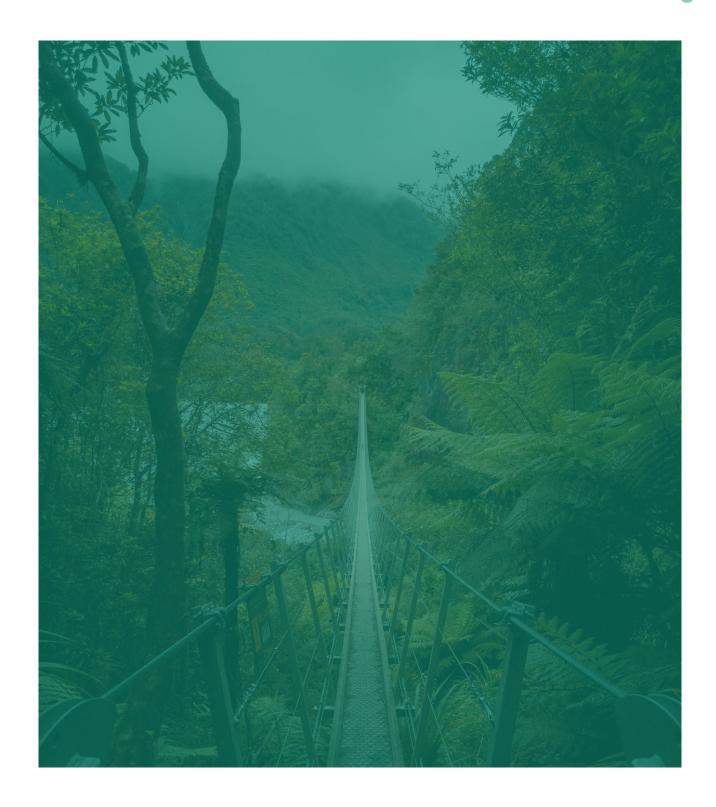




# Define Your Customer Personas

Workshop ———— Booklet





# Introduction

To understand your customers deeply, creating detailed personas is crucial. Here are some questions to guide you through the process.



## **Demographics:**

Age:	Gender	
<b>Location:</b> Urban, suburban, rural? Country/regi	on?	
<b>Education:</b> Highest level of education attained? Field of study?		
Occupation: Job title and industry? Company size?		
Income: Household income or personal earnings?		
Marital status: Tick all that apply.  Single Married Divorced  Something else:		
Has children No children		

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### **Psychographics:**

**Values:** What is important to them in life? What motivates them?

Important to them	Motivates them
Interests: Hobbies, leisure activities, passions?	
Personality: Tick those that apply.	
Introverted, or Extroverted	Organised, or Spontaneous



<b>Lifestyle:</b> How do they spend their free time?  What media do they consume?
Attitudes: What are their opinions on relevant topics? How do they view your brand/product?
Goals & Challenges:
Personal goals: What are they striving to achieve in life?

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Professional goals: What are their career aspirations?
Pain points: What challenges do they face? What problems keep them up at night?
<b>Needs:</b> What are their unmet needs or desires? How can your product/service help?



#### **Tech & Media Diet:**

Tech savviness: Comfortable with technology?
What devices do they use?
Social media: Which platforms do they use?
How often?
Information sources: Where do they get their news and information?
<b>Information sources:</b> Where do they get their news and information? (Blogs, websites, etc.)

<b>Buying habits:</b> Online or offline shopping? Preferred brands or retailers?
Brand Interactions:
Augranage Haw did thou loarn about your brand?
Awareness: How did they learn about your brand?
Perception: What is their current impression of your brand?
rerection. What is their current impression of gour brand.
Touchpoints: How do they interact with your brand?
Tick all that apply.
Word of mouth  Website Social media Customer service
Something else:



<b>Decision-making process:</b> How do they research and evaluate products/services before buying?		
Customer journey:		
Steps before purchase:		
oteps before purchase.		
Steps during purchase:		
Steps after purchase:		

# Bonus

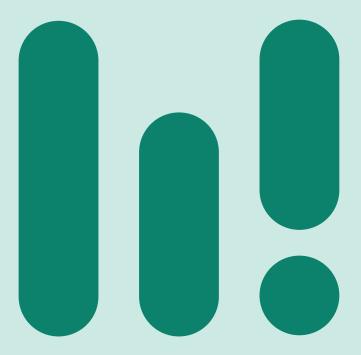
#### **Review/testimonial:**

Imagine your persona. What would they say about your brand/product in a review or testimonial?

#### Name:

Give your persona a name to personalise it further.





# Let's keep in touch!

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