



Define Your Customer Personas



Introduction

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



Demographics:

Age:

Gender

Location: Urban, suburban, rural? Country/region?

Education: 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

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



Lifestyle: 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?

Professional goals: What are their career aspirations?

Pain points: What challenges do they face?
What problems keep them up at night?

Needs: 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?
(Blogs, websites, etc.)

Buying habits: Online or offline shopping?
Preferred brands or retailers?

Brand Interactions:

Awareness: How did they learn about your brand?

Perception: What is their current impression of your brand?

Touchpoints: How do they interact with your brand?
Tick all that apply.

- Website Social media Customer service Word of mouth
- Something else: _____



Decision-making process: How do they research and evaluate products/services before buying?

Customer journey:

Steps 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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