



Name:

Age:

Income:

Motto

Capture their unique identity with a saying or quote...

"))

Gender identity:

Education level:

Based in:

Job title:

Personality traits:

People with low attention spans want faster site designs. Cautious people are most likely to comparison shop etc...

☐ Extroverted

☐ Organized

☐ Seeks stability

☐ Perceptive

☐ Introverted

☐ Open-minded

☐ Methodical

☐ Creative

☐ Empathetic

☐ Curious

☐ Impulsive

☐ Seeks novelty

☐ Cautious

☐ Assertive

☐ Relaxed

Others

Goals & frustrations:

Can be specific such as actions related to your products and services or more general like lifestyle and career insights...

Goals

Frustrations

Shopping & research habits:

What are their behaviours and tactics when looking to purchase from your brand or others?

Do they shop?

☐ Online

☐ In-person

Why?

What sways their opinion?

☐ Friends & family

☐ Reviews

☐ Traditional advertising

Other habits:

Preferred brands & Influencers:

What other brands do they gravitate towards and why? What kind of influencers do they connect with?

Brands

Influencers

Interests

Social media channels

what are they on, and what do they avoid?

☐ Facebook

☐ LinkedIn

Other

☐ Instagram

☐ X (Twitter)

☐ TikTok

☐ YouTube

Avoids