

Customer Persona Worksheet

Demographics

Give them a name
Age, Income, Job title, Location
Hobbies, interests
Things they enjoy
What is important to them
Where do they hang out

JTBD:

Functional

What progress do they want to make FUNCTIONALLY

Social

What progress do they want to make in HOW OTHERS SEE THEM

Emotional

What progress do they want to make in HOW THEY FEEL ABOUT THEMSELF

Current Solution

What are they CURRENTLY doing to solve their problem?

Struggling Moment

When do they feel the pain the most?
What causes them to look for a solution?

Motivation

What might you OFFER to incentivise them to try something different?

Your Solution

What is your proposed value proposition?
What progress will they make?

Fired Solution

What have they tried and used in the past that FAILED?

Habits

What keeps them stuck?
What are they doing to MASK their pain? To stay instead of changing?

Anxieties

What might keep them from trying something new?
What is possibly scary for them?

CHANNELS

Where are they haning out?
What channels do they listen or watch?
What mediums would put you in front of them?