

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