

SOURCES OF INFORMATION

BOOKS:

MAGAZINES:

WEBSITES:

PODCASTS:

OTHER:

GOALS & VALUES

GOALS:

VALUES:

WANTS & NEEDS

WANTS::

NEEDS::

CHALLENGES & PAIN PONTs

CHALLENGES:

PAIN POINTS:



Customer Persona Map



NAME:

AGE:

GENDER:

MARITAL STATUS:

#/AGES OF KIDS:

LOCATION:

INDUSTRY:

JOB TITLE:

ANNUAL INCOME:

LEVEL OF EDUCATION:

OTHER INFO:

INTERESTS

LIKES & DISLIKES

LIKES::

DISLIKES:

BEHAVIOURS

ASPIRATIONS & MOTIVATIONS

ASPIRATIONS:

MOTIVATIONS: