

# Customer Persona Template

## *Marketing Before Funding*

**1. Name and Title:** Sally Owens, female retiree.

**2. Basics:**

*Includes demographics and psychographics – age, gender, location, family life, likes and dislikes, location in adoption curve (ie. innovator, early adopter, early majority, late majority).*

Sally is a female retiree and her age is estimated at 67 years old. She has a large dispensable income and lives in Southern California. Sally is a mother to 2 daughters and twin sons and has been married for over 40 years to her husband Gary. All of her children are out of the house either in careers or at college. She would be considered an early adopter.

**3. Professional and personal background**

*Includes job title, job history, role, leisure activities, hobbies.*

Sally is an upbeat retiree who has retired and sold a small business selling clothing to tourists. She loves to spend time outdoors and around her property. She attends art courses at the local senior center and enjoys lunching with her friends and family.

**4. Quote**

*Should encapsulate the persona's attitude towards your product or service.*

Sally tends to be tempted by picturesque flowers and shrubs that will make her neighbors ohh and ahh when she entertains them.

**5. Technical background**

*How comfortable are they online and what activities do they perform on the web? What devices do they use? This is important for determining how the audience will interact with the brand online.*

Sally is tech savvy and prefers online communication. She is very comfortable shopping online and prefers it for most things. Her history shows she orders groceries online from her local grocer. She typically uses her laptop or tablet for shopping as the screen is bigger and easier to see. She is also partial to colored photos on mailers that are delivered to her mailbox.

## 6. Favorite websites (1-3)

[www.kroger.com](http://www.kroger.com)

[www.Target.com](http://www.Target.com)

[www.Amazon.com](http://www.Amazon.com)

[www.almanac.com](http://www.almanac.com)

## 7. Goals

*What is this person's goals when looking for a vendor? Do they want to find a vendor they can work with quickly? Do they shop by price? Do they need a partner for long-term engagement?*

Sally is influenced by well done photography for a product. She also likes to be loyal to sellers who have delivered great customer service. She doesn't worry much about price and more if the price makes sense for the product she is purchasing. Her husband, Gary is supportive of her purchasing power.

## 8. I need/I want statements

*What does this person need and/or want in order to reach the above goals? Remember to keep in mind all of the characteristics you described above.*

Her primary goal is to enjoy her day-to-day life as she sees fit. Sally hopes to make her home and property her favorite place to be, where she can entertain or enjoy spending time alone. Her other goal is to see her son's graduate college and start careers they enjoy like her daughters have done.