

Customer Persona Template

Marketing Before Funding

[\[click here to learn how to create a customer persona\]](#)

1. Name and Title

James Buchanan "Bucky" Barnes – Website Designer

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).

Age: 22

Gender: Male

Location: New York

Family: Girlfriend

Likes: Motorcycles

Dislikes: Corruption

3. Professional and personal background

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

Job Title: Website Designer

Role: Using website building programs like Figma, WordPress, and Elementor

Leisure activities/Hobbies: Motorcycle riding, reading, working out/being active

4. Quote

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

“People need something to get behind.”

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.*

He is comfortable using the web and mostly uses it for emails and digital meetings. Barnes uses his phone and laptop to access the web.

6. Favorite websites (1-3)

[Amazon](#)

[Barnes & Noble](#)

[Ground News](#)

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?

They are looking for a long-term place to shop with good pricing.

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.

Barnes needs good, comfortable clothing to wear when he is not working at a desk all day.