

Customer Profile

Brief Description of the Customer Being Profiled

BACKGROUND / DEMOGRAPHICS

- Age
- Gender
- Family
- Career
- Location
- Salary

DECISION MAKING PROCESS

How does your customer decide on their purchases?

- Research Process
- Decision Factors
- Price Sensitivity
- Competitor Consideration
- Sourcing Opinions from Friends

PRODUCT ALIGNMENT

What product(s) and/or service(s) does your customer see value in?

- Product
- Product
- Product
- Product
- Product

WANTS, GOALS, AND DESIRES

Provide an overview of this customer's goals in life or at work – specifically how they pertain to your business.

- Example
- Example
- Example
- Example
- Example
- Example

BEHAVIORS AND TENDENCIES

Outline a few of the customer's daily habits and activities – specifically those that may pertain to your business.

- Example
- Example
- Example
- Example
- Example
- Example