



**NAME**

**AGE**

**GENERAL DESCRIPTION**

*E.g 'Customers with a broken product', or 'parent looking for child friendly options'*

**PERSONALITY OVERVIEW**

- Fun and bubbly
- Serious and formal
- Quiet and thoughtful

**USUAL MOOD WITH BUSINESS**

- Excited and happy
- Stressed and confused
- Uninterested

**LANGUAGE PREFERENCE**

- Formal terminology
- Simple where possible
- Conversational

**GENERAL TIME RESTRICTIONS**

- Always rushing
- Has time to consider
- Takes their time

**THEIR CONTENT NEEDS**

Main questions asked by this customer:

Main issues reported, frustrations, pain points etc:

What content would they be looking for on the website:

**YOUR BUSINESS NEEDS:**

What do you need to explain to them:

What benefits does your business have for them:

How can you make this customer happier: