CUSTOMER SEGMENT PERSONA

NAME OF SEGMENT to capture the defining characteristic

PHOTO

Evocative description of the person, to represent his or her MINDSET and LIFESTYLE

SEGMENT DATA

If persona is for communications planning, include MEDIA PREFERENCES and CONNECTIONS

BUSINESS VALUE

If persona is for site/app development, include DIGITAL BEHAVIOR related to category

BUSINESS BEHAVIOR

KEY NEEDS

KEY BARRIERS

KEY OPPORTUNITY