

Ideal Customer Persona



Basic Information

Name	
Age	
Location	
Occupation	
Income Level	
Education Level	
Snapshot of Lifestyle	

Goals and Motivation

Primary Goals	
Motivations and Values	

Pain Points and Challenges

Main Pain Points	
Secondary Pain Points	
Emotional Frustrations	

Search and Information Behaviour

How they search	
Search Style	
Devices they use	
When they search	

Where they Consume Information

Preferred Platforms	
Content Types	
Trusted Sources	

Customer Journey Overview

Stage	Customer Mindset	Where they SEarch	Preferred Content
Awareness (informational)			
Consideration (Navigation)			
Decision (commercial)			
Purchase and post purchase (Transactional)			

Buying Behaviour

Motivations to buy	
Hesitations and Objections	
Purchase Path	

Archetype (List of 12 archetypes)

Archetype	
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