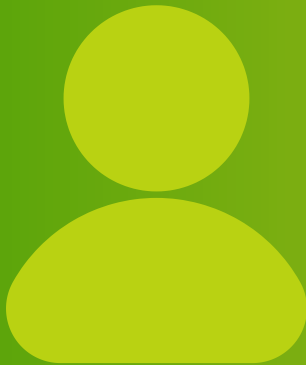


AWEC LEARNING EXPERIENCE: CUSTOMER PERSONA



Customer Name: _____

Overview

Fill this section in last - it should summarize all of the other sections (who your customer is, what problem they have, why they choose your product/service to solve it)

Demographics

Gender: _____

Age: _____

Location: _____

Marital Status: _____

Children & Ages: _____

Education Level: _____

Occupation: _____

Income Level: _____

Feelings

What motivates your customer?

What are your customer's goals? (Professional, Personal, & Financial)

What barriers does your customer face in reaching their goals?

What problems is your customer trying to solve?

What motivates your customer to make a purchase?

Actions

How does your customer spend their free time?

What type of social media does your customer use?

What does your customer like to read/where do they get their information?

How does your customer like to shop? (Online vs. in-person)
