

# Customer Persona Worksheet

## Basic Information

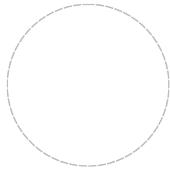


Photo (optional)

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Name

E.g. Online Olivia

Age

E.g. 28

Gender

E.g. Female

Location

E.g. Urban, CA, USA

Occupation

E.g. Marketing Specialist

## Background & Demographics

Education

E.g. Bachelor's Degree

Annual Income

E.g. \$40,000 - \$60,000

Background & Relevant Details

Brief background, family, lifestyle, etc.

## Goals

What does this customer want to achieve when buying online?

E.g. Convenient shopping, access to unique products, save time, etc.

## Challenges & Pain Points

What obstacles do they face when shopping online?

E.g. Shipping costs, sizing uncertainty, overwhelming choices, etc.

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## Shopping Behaviors

Devices Used

E.g. Mobile, Desktop, Tablet

Shopping Frequency

E.g. Weekly, Monthly

Decision-Making Factors

E.g. Price, Reviews, Delivery Speed, etc.

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## Brands, Influences & Sources

Favorite Brands

E.g. Amazon, Zara

Social Media Used

E.g. Instagram, TikTok

Influencers / Blogs Followed

E.g. Fashion bloggers, Tech reviewers

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## Quotes & Notes

Sample Quote

E.g. 'I want shopping to be easy and hassle-free.'

Additional Notes

Other important details...