

Consumer Persona Profile



Name: [Persona Name]

Age [25-34]

Gender [Female/Male/Other]

Location [Urban/Suburban/Rural]

Occupation [Profession or Title]

Income [\$XX,XXX - \$XX,XXX]

Overview

[A short summary describing the persona’s background, daily life, and general attitude as it relates to your product or industry.]

Goals & Motivations

- [Main goal related to product]
- [Personal or professional motivation]
- [Long-term aspiration]

Challenges & Pain Points

- [Key challenge or obstacle]
- [Problem they regularly face]
- [Barrier to product adoption]

Behaviors

- [How/when they interact with products]
- [Research or buying habits]
- [Content consumption preferences]

Preferred Channels

- [Social Media: Instagram, Facebook, LinkedIn, etc.]
- [In-store, Online, Mobile App]
- [Referrals, Influencer Recommendations]

Quote

“[A short, representative quote summarizing the persona’s attitude or voice.]”