



Create a Customer Persona and Journey

Worksheets



Target Audience

Craft a target audience for your selected business

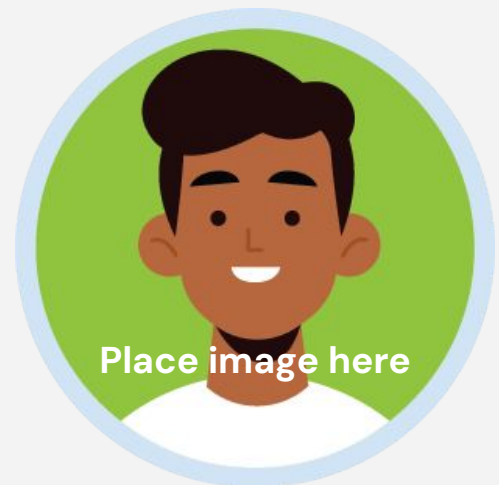
Target Audience Name: Dave

Needs

: Dave seeks innovative and efficient technology solutions to streamline his work processes, stay updated with the latest trends, and enhance productivity.

Demographics

Age: 35
Gender: Male
Household Income: \$80,000
Education/Occupation: College-educated, IT Professional
Location: Urban, Tech Hub



Interest

Cutting-edge Gadgets
Technology News and Blogs
Professional Networking Events

Behaviors

Regularly attends tech meetups and conferences
Engages in online forums to discuss tech trends
Actively seeks out and adopts the latest tech tools for work

Map Your Customer's Journey

Answer the questions below for each phase of the customer journey using the target audience you developed for your selected business

Phase	
Awareness	<p>When is my target most receptive?</p> <p>Dave is most receptive during industry events, tech conferences, and online forums where he actively seeks information on the latest tech trends.</p>
Interest	<p>How can I relate my product to my target's needs?</p> <p>Highlight how the business's products align with Dave's need for innovative technology solutions that enhance efficiency and productivity.</p>
Desire	<p>How can I show my target my product really fits in their life?</p> <p>Showcase real-world scenarios where the product seamlessly integrates into Dave's professional life, making his tasks more manageable and enjoyable.</p>
Conversion	<p>How can I get my target to take action?</p> <p>Implement targeted online advertising during peak hours when Dave is most active on tech forums. Include time-limited promotions to encourage quick decisions.</p>
Advocacy	<p>How can I make my target into an advocate?</p> <p>Encourage post-purchase engagement through personalized follow-ups, exclusive user groups, and referral programs. Foster a sense of community among users to turn satisfied customers like Dave into advocates.</p>

