

## Customer Personas

### What is a Customer Persona?

A customer persona is a fictional representation of your ideal customer. Customer personas are a great tool for helping to understand your customer, their needs and what they are trying to achieve.

It is possible to have more than one persona for any product or service. For example, an airline has many different customer personas, with differentiation between business class and economy class travelers being one example. An airline will, therefore, use a range of customer personas to help customise their product offerings to address the needs of specific customer personas.

The worksheet below can be used to create a customer persona for your product. You “build” the customer persona by filling in the blanks. Often it helps to find a picture of your customer persona, or draw a picture if you are unable to find one.

### USER PERSONA FOR ADMIN

I look like:



My name is: Rita Skeeter

My gender is: Female

My age is: 37

I live at: Marathahalli, Bangalore

My educational background is: Bachelor of Engineering, Computer Science

My career background is: Software Developer, IT enthusiast

My problem is: I have 2 kids, one son, 15 years old and one daughter 8 years old. My son has partial color blindness. I understand the difficulties that he has to face to access websites/ content on the Internet.

My goals are: I want to make life easier for all such students and people who want to read the wide variety of books/ content available on the Internet but are not able to make the most use of it due to the visual disabilities they might have.

I would use this product or service because: I understand the root of the problem and the difficulties faced and so I want to help in whatever way possible to make life a little easier for the people with visual disabilities.

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