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# Creating a customer persona involves several steps to help you understand your target audience better. Here’s a concise guide:

# **Research Your Audience**:

# **Surveys and Interviews**: Collect data from existing customers through surveys or interviews to understand their needs, preferences, and behaviors.

# **Market Research**: Analyze industry reports and competitor insights.

# **Identify Key Demographics**:

# Age

# Gender

# Location

# Income level

# Education level

# **Understand Psychographics**:

# Interests and hobbies

# Values and beliefs

# Pain points and challenges

# Buying motivations

# **Create Persona Profiles**:

# Give each persona a name and a backstory.

# Include a photo to humanize the persona.

# Summarize key information in a one-page document.

# **Utilize the Persona**:

# Use the persona to guide marketing strategies, content creation, and product development.

# Persona 1 - The Budget Buyer

|  |  |  |  |
| --- | --- | --- | --- |
| **Who** |  | **Goal(s)** | **Barrier(s)** |
|  | **Name:** Raj  **Age:** 27  **Location:** Suburbs  **Household:** 1 person  **Education:**college | 1. To purchase quality bedding that doesn’t cost too much money | 1. Suitable for web organization 2. No shipping and extra cost |

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# Persona 2 - The Variety Shopper

|  |  |  |  |
| --- | --- | --- | --- |
| **Who** |  | **Goal(s)** | **Barrier(s)** |
|  | **Name:** Frankie  **Age:** 44  **Location:** city  **Household:** 4 people(2 children)  **Education:**college | 1. To find the exact bedding they want by choosing from a wide selection of colors, fabrics, and patterns | 1. Have good quilty 2. Looks good in room to decor |

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# Persona images

Select one of the images below to accompany each persona by copying the image and pasting it into the **Who** section of the persona.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
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