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To pass this practice quiz, you must receive 100%, or 1 out of 1 point, by completing the activity below. You can learn more about the graded and practice items in the [course overview](#).



## Activity Overview

In this activity, you will create two customer personas for an e-commerce business by identifying patterns in customer data.

Remember that a customer persona is not a profile of a single individual. Each one represents a segment of a business's target audience that shares similar characteristics. Personas usually include demographic information—like age, location, and occupation—as well as goals and barriers (or pain points). They help you understand your audiences better so you can reach them more effectively with your messaging, offers, and products. Be sure to complete this activity before moving on. The next course item will provide you with a completed exemplar to compare to your own work. You will not be able to access the exemplar until you have completed this activity.

### Scenario

Review the scenario below. Then complete the step-by-step instructions.

As a digital marketer for an online bedding and home goods store, you're helping to create customer personas for an upcoming campaign. Your team has collected customer data for their target audience using market research, analytics, and survey questions. When customers were asked what they cared about most when purchasing bedding online, your team noticed certain trends in the responses. The majority of customers were concerned either with the cost or variety of the bedding available. Your team has already begun to create personas that reflect each of these groups:

Persona 1 is the Budget Buyer. Their main goal is to purchase bedding that doesn't cost too much money.

Persona 2 is the Variety Shopper. Their main goal is to find the exact bedding they want by choosing from a wide selection of colors, fabrics, and patterns.

Your task is to complete the personas using a sampling of data from 11 customers. To do this, you will first record the concerns of each persona. Then, you will identify demographic patterns in this data, including age, location, household, and education. Finally, you will describe possible barriers that might prevent each persona from reaching their goal.

### Step-By-Step Instructions

#### Step 1: Access the template



To use the template for this course item, click the link below and select "Use Template."

Link to template: [Customer personas](#)

OR

If you don't have a Google account, you can download the template directly from the attachment below.



[Activity Template\\_Customer personas](#)  
[DOCX File](#)

#### Step 2: Access supporting materials

The following supporting materials will help you complete this activity. Keep them open as you proceed to the next steps.

To use the supporting materials for this course item, click the link below and select "Use Template."

Link to supporting materials: [Data for customer personas](#)

OR

If you don't have a Google account, you can download the supporting materials directly from the attachment below.



### Step 3: Sort the customer data and identify concerns

In the customer data spreadsheet, find the Goal column header. Select the dropdown arrow and choose *Sort A → Z*. This will bring the Budget Buyers to the top and send the Variety Shoppers to the bottom.

Then review the information in the Concern column. Record the most common concern for each customer type in the blank Personas table.

*Note: If you want to return the spreadsheet to its original state, repeat this action for the first column.*

### Step 4: Examine the demographic data for patterns

Review the demographic data for each customer group to identify any patterns or trends. Do this for each of the demographic categories, including Age, Location, Family, and Education. Then record your findings in the Personas table.

For example, the data in the Age column indicates that most of the Budget Buyers are in their mid-twenties to mid-thirties. In contrast, most of the variety shoppers are in their mid-thirties to mid-forties.

*Note: Keep in mind that there may be some variation or outliers within each category. Try to identify the most common responses in each category for each customer group.*

### Step 5: Fill in demographic information for each persona

Next, go to the customer personas template. Use your findings to fill in the Who sections for the Budget Buyer and Variety Shopper as follows:

**Name:** Pick a name to represent each persona. You can use one of the names from the customer data spreadsheet or choose your own.

**Age:** Select an age within the range you identified for each customer group.

**Location:** Enter the most common location (city or suburbs) for each customer group.

**Household:** Describe a family type that broadly reflects each customer group.

**Education:** Add an education level that matches each customer group.

### Step 6: Describe potential barriers for each persona

Now that you know more about the customers these personas represent, describe 1–2 barriers for each persona under Barriers. To identify possible barriers, consider each persona's main concern and how it might prevent similar customers from completing a purchase and reaching their goal.

For example, imagine that the Budget Buyer's main concern was buying eco-friendly products. If the company sells affordable products, but their website doesn't make it clear how they source and manufacture those products, that could become a barrier to purchase.

### Step 7: Choose an image for each persona (optional)

Once you have completed your personas, review the avatars on the second page of the template. Select an image to represent each persona by copying and pasting it into the Who section.

#### Pro Tip: Save your work

Finally, be sure to save the work you did to complete this activity. This can help you work through your thought processes and demonstrate your experience to potential employers.

#### What to Include in Your Response

Be sure to include the following elements in your completed personas:

Name, age, location, household, and education information that reflects the data of a customer group

1–2 possible barriers