Activity Exemplar: Create two customer personas
Here is a completed exemplar along with an explanation of how the exemplar fulfills the expectations for the activity.

Completed Exemplar

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

Link to exemplar: Customer personas

OR

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

Activity Exemplar_ Customer personas
DOCX File

Assessment of Exemplar

Compare the exemplar to your completed personas. Review your work using each of the criteria in the exemplar. What did you do well? Where can you improve? Use your answers to these questions to guide you as you continue to progress through the course.

Note: The exemplar represents two possible personas for the customer data provided. Your personas will likely differ in certain ways. What's important is that your personas provide a clear representation of the broad characteristics, goals, and barriers of each target audience.

Let's review each persona:

Persona 1 - The Budget Buyer

Name: This persona uses the name of one of the survey respondents (Raj) who matches most of the Budget Buyer characteristics.

Age: Raj's age (27) is within the main age range of customers who care most about cost.

Location: Raj lives in the suburbs because that's where most Budget Buyers reside.

Education: Raj is college educated because Budget Buyers tend to be college educated.

Household: Budget Buyers are typically younger than Variety Shoppers, so they tend not to have partners, spouses, or children.

Barriers: Raj is a Budget Buyer, so he wants to purchase bedding that doesn't cost too much. But he's concerned that his budget might limit his options. Since he can't examine the bedding in person before purchasing it, he also wonders if the quality is really as high as it seems online.

Persona 2 - The Variety Shopper

Name: This persona uses the name of one of the survey respondents (Malena) who matches most of the Variety Shopper characteristics.

Age: Malena's age (44) is within the main age range of customers who care most about variety.

Location: Malena lives in a city because that's where most Variety Shoppers reside.

Education: Malena is college educated because Variety Shoppers tend to be college educated.

Household: Malena is part of a multi-person household because Variety Shoppers are often partnered or married and have 1–2 children.

Barriers: As a Variety Shopper, Malena wants to be able to select from a wide range of options for themselves, their partner, and children. But they don't know if they'll be able to find everything they need in one place. Even if those options are available, it might be hard to find them if there aren't enough sorting options on the website.