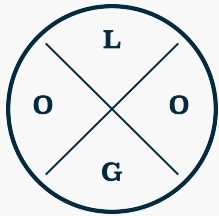


# USER PERSONA COMPARISON



Created by:  
Name Last Name  
DD.MM.YYYY

Attn:  
Name Last Name  
Name Last Name



- 30% Passive Pam
- 20% Casual Carl
- 35% Active Alice
- 15% Advocate Dan

## Goals

Explain what you are looking to achieve with this User Persona Comparison. Consider who among your team members or clients will benefit from identifying your user segments.

- √ Product Roadmap Decisions
- √ Sales Teams Goal Setting
- √ Content Marketing
- √ Social Media Targeting
- √ SEO Optimization
- √ Pricing Tiers Determination
- √ HR and Recruiting
- √ Investor Presentations
- √ Stakeholder Reporting

## Summary of Findings

Use this space to condense your research and analysis to form an executive summary.

Why is your audience separated into the following segments? What are some high level differentiators between each segment? Your segmentation parameters may be based on: demographics, psychographics, geography, usage behavior, levels of engagement, or any other criteria specific to your product, service, or industry. How is each segment distinct and why is each one necessary to target?

Include any supplementary information you feel will help your readers understand your customer segments. When filling out the tables below, concentrate on the unique characteristics between the segments.

## Sources

Customer Feedback & Testing

Customer Data

Product Analytics

Social Analytics

Surveys

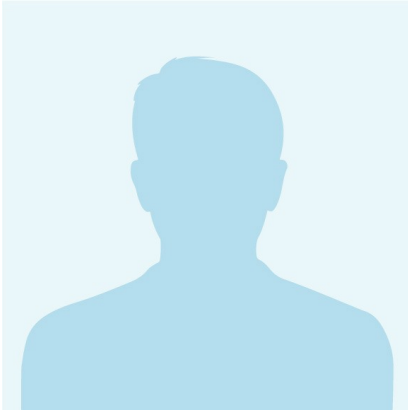
Market Research

## Action Items

Based on the findings, list important action items and urgencies related to targeting and communicating with your target audience.

- Prioritize content creation for Segment B
- Push direct sales efforts for segment C
- De-prioritize Segment A's feedback on product iterations





## Passive Pam

*"A real life quote that captures this user segment's relationship with your brand."*

Age / Generation

Occupation

Location

Character Archetype

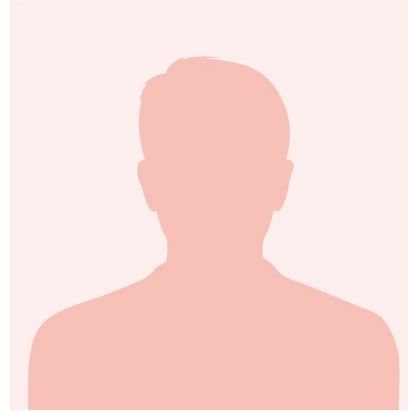
### Goals

A unique goal or task this user hopes to achieve.

### Frustrations

The obstacle that prevents this user from achieving their goals.

Shopping Preferences



## Casual Carl

*"A real life quote that captures this user segment's relationship with your brand."*

Age / Generation

Occupation

Location

Character Archetype

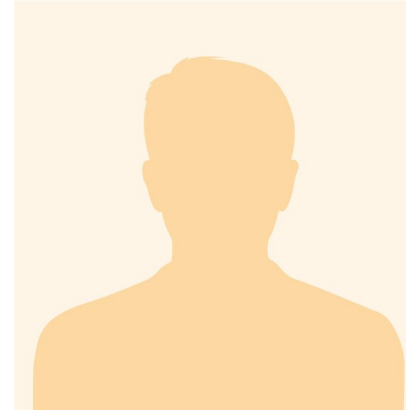
### Goals

A unique goal or task this user hopes to achieve.

### Frustrations

The obstacle that prevents this user from achieving their goals.

Shopping Preferences



## Active Alice

*"A real life quote that captures this user segment's relationship with your brand."*

Age / Generation

Occupation

Location

Character Archetype

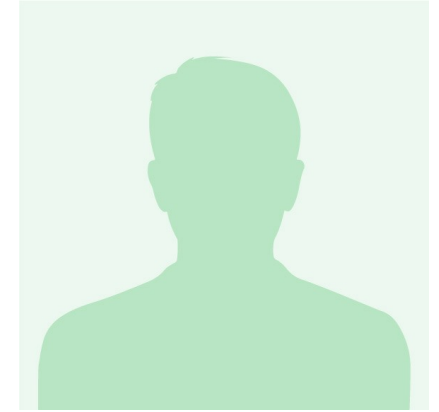
### Goals

A unique goal or task this user hopes to achieve.

### Frustrations

The obstacle that prevents this user from achieving their goals.

Shopping Preferences



## Advocate Dan

*"A real life quote that captures this user segment's relationship with your brand."*

Age / Generation

Occupation

Location

Character Archetype

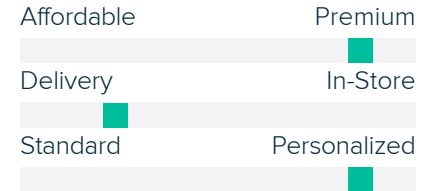
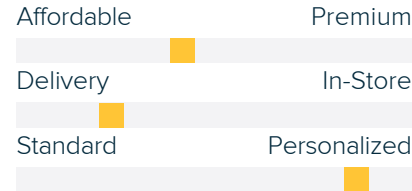
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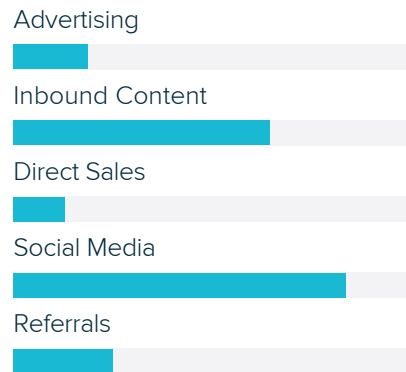
### Frustrations

The obstacle that prevents this user from achieving their goals.

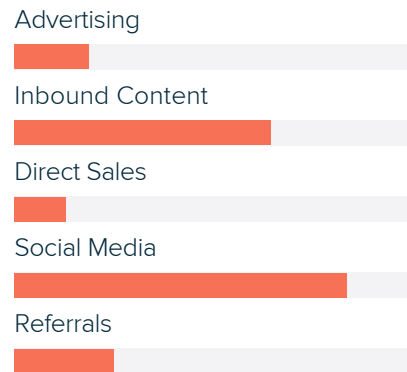
Shopping Preferences



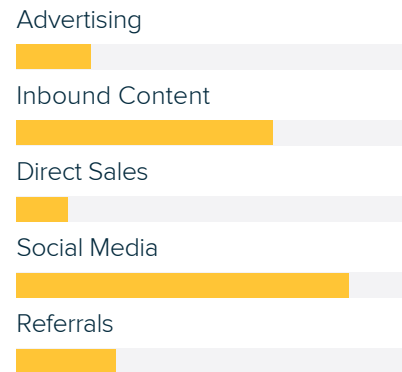
## Channels



## Channels



## Channels



## Channels

