

Psychographic Profiling Task

Purpose

Develop detailed psychographic profiles of consumer segments including values, attitudes, interests, lifestyles, and personality traits.

Inputs

- Target consumer segment
- Research objectives
- Available data sources
- Profiling framework (e.g., VALS)

Process

1. Data Collection

- Conduct psychographic surveys
- Analyze social media behavior
- Review purchase patterns
- Conduct interviews and focus groups
- Gather lifestyle data

2. Values and Attitudes

- Identify core values
- Map belief systems
- Analyze worldviews
- Document priorities
- Assess value hierarchies

3. Interests and Activities

- Document hobbies and interests
- Analyze media consumption
- Track activity patterns
- Identify passion points
- Map lifestyle choices

4. Personality Traits

- Assess personality dimensions
- Identify behavioral tendencies
- Analyze decision-making styles
- Document emotional drivers
- Map psychological needs

5. Lifestyle Analysis

- Analyze daily routines
- Document life stage characteristics
- Assess work-life balance
- Identify aspirations and goals
- Map social connections

6. Persona Development

- Create rich persona narratives
- Develop empathy maps
- Document motivations and fears
- Create visual persona representations
- Validate with target audience

Outputs

- Detailed psychographic profiles
- Persona documents with narratives
- Empathy maps
- Segmentation analysis
- Targeting recommendations

Success Criteria

- Profiles are rich and detailed
- Insights are grounded in data
- Personas feel authentic
- Profiles enable targeting
- Validation confirms accuracy

Related

- @template:psychographic-profile-tmpl
- @agent:consumer-insights-specialist
- @task:customer-journey-mapping
- @task:need-state-analysis