



# Create a Customer Persona and Journey

Worksheets



# Target Audience

Craft a target audience for your selected business

**Target Audience Name:** Mrs Waddington

## Needs

Mrs Waddington, is a primary school English teacher, during the COVID-19 lockdown she has had to redesign her class as web conferences and needs help with sides and digital media for online teaching.

## Demographics

Age: 25–65

Gender: Male & Female

Household Income: 15k

Education/Occupation: Graduate

Location: Paris, France



## Interest

Art & Drama

Primary School Education

Sport & Recreation

Local Social Events

## Behaviors

Eat & Chat in the Staff Room

Attends PTAs

Follows Teacher Youtubers

Mentors at Local Social Clubs

# Map Your Customer's Journey

Answer the questions below for each phase of the customer journey using the target audience you developed for your selected business

Phase	
Awareness	<p>When is my target most receptive?</p> <p>At PTAs &amp; public social events, which are not possible during the COVID-19 shutdown – will use a webinar instead.</p>
Interest	<p>How can I relate my product to my target's needs?</p> <p>To reduce workload and rekindle an interest in teaching &amp; learning</p>
Desire	<p>How can I show my target my product really fits in their life?</p> <p>By holding online demos and webinar on Facebook &amp; LinkedIn, to be promoted at a "get together".</p>
Conversion	<p>How can I get my target to take action?</p> <p>Offering free subscriptions during the COVID-19 lockdown.</p>
Advocacy	<p>How can I make my target into an advocate?</p> <p>Offering a buy a year-subscription, give 2 months use to a friend offer.</p>

