

DEVELOPING A CUSTOMER PERSONA

B

BACKGROUND:

1. Loves her smartphone
2. Studies Liberal Arts
3. Avid Party-goer
4. Adventurous

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NAME: Kareless Kelly

PHOTO:



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CHALLENGES:

1. Planning a night out with friends that's fun, affordable, and new
2. Having a good time on a budget
3. Finding leisure time
4. Guilt associated with taking time for herself

C

DEMOGRAPHIC:

1. Young Adult
2. Female
3. Student
4. Renter (Apartment Downtown)
5. Income under \$20K/year

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COMMON
OBJECTIONS:

1. Doing the same thing every weekend
2. Spending a weekend night in doing nothing
3. _____
4. _____
5. _____

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GOALS:

1. Have the best university/ Toronto Experience
 2. _____
 3. Socialize and meet new people
- Try new things and go new place (cuisine, bars, events)

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HOBBIES/
INTERESTS:

1. Spending time with friends
2. Going to the movies
3. Enjoying different cuisines
4. Active on social media
5. Part-time employee at starbucks

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BIGGEST FEARS:

1. Wasting her time and not taking advantage of the city
2. Friends bailing on plans/plans not following through
3. Going somewhere that doesn't live up to expectation