

DEVELOPING A CUSTOMER PERSONA

B BACKGROUND:

1. Caters goods/services to customers
2. Wants to know what goods/ service to recommend
3. Has a big user base
4. _____

A NAME: Intrusive Ian



F CHALLENGES:

1. How to extract the data
2. What data to focus on
3. People not sharing their data, keeping info private
4. _____

C DEMOGRAPHIC:

1. Online Business (e-commerce, food & drink, franchises, etc)
2. _____
3. _____
4. _____
5. _____

G COMMON OBJECTIONS:

1. Is this data reliable?
2. Is this a growing segment? What is the annual growth rate
3. Number of total user
4. _____
5. _____

D GOALS:

Extract customer information

1. about spending habits, product use
2. Gathering location data
3. Utilize information to cater to customers

E HOBBIES/ INTERESTS:

1. Getting companies to sell them their
2. customer information
3. Promoting customer to be more vocal with likes, ratings, etc
4. _____
5. _____

H BIGGEST FEARS:

1. People not using their goods/services
2. Recommending the wrong products to consumers, based on the poor evaluation of
3. the data extracted