**CUSTOMER PROFILE**

**BUYER PERSONA WORKSHEET**

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| **TARGET PERSONA IMAGE** | **PERSONA INFORMATION** |
| User | **PERSONA NAME** *can be the first name, first name and last name, or something slightly silly* |
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| **JOB TITLE** |
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| **FICTIONAL COMPANY** |
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| **AGE** |
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| **QUOTATION** |
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| **GOALS AND MOTIVATIONS** |
| Detail at least one important, job-related goal and motivation. |
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| **VALUES AND WORK METHODS** |
| Describe what’s important to your persona, e.g., their work ethic, attention to detail, punctuality, adherence to deadlines, and so on. |
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| **CHARACTERISTICS THAT APPLY TO YOUR PRODUCT** |
| Describe anything relevant to how the person might use your product or similar products or how they currently do the work for which your product is intended. |
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| INSERT COPYRIGHT INFO | INSERT COMPANY LOGO |

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| **FURTHER DETAIL** |
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| INSERT COPYRIGHT INFO | INSERT COMPANY LOGO |

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