

Customer Persona Worksheet

Section	Questions / Fields	Notes
Persona Identity	Persona Name (e.g., Conscious Kavita)	
	Photo / Visual (optional)	
Basic Info	Age Range	
	Gender	
	Location	
	Occupation	
	Income Level	
Demographics & Lifestyle	Education Level	
	Marital/Family Status	
	Living Environment (urban/rural)	
	Daily Routine Snapshot	
Goals & Aspirations	Short-Term Goals	
	Long-Term Goals	
	Aspirations related to your product/service	
Challenges & Pain Points	Main Frustrations	
	Day-to-Day Challenges	
	Gaps in Current Solutions	
Motivations & Drivers	Why Do They Buy? (status, price, quality, wellness, convenience)	
	Emotional Triggers (fear, desire, belonging)	
	Core Values (eco-conscious, health-focused, trend-driven, etc.)	
Buying Behaviour	Where Do They Shop? (online, retail, marketplaces)	
	Decision Influencers (friends, influencers, reviews)	
	Price Sensitivity (High/Medium/Low)	
	Decision-Making Speed (Fast/Slow)	
Preferred Channels	Social Media Platforms (Instagram, WhatsApp, etc.)	
	Preferred Communication (Email/SMS/Calls)	
	Offline Touchpoints	
Brand Perception	Current View of Product/Category	
	Desired Perception You Want Them to Have	
Voice of Customer	Example Quotes (e.g., "I'm looking for...", "I wish there was a product that...")	
Opportunities to Delight	How Can You Exceed Their Expectations?	
	Surprise Factors That Create Loyalty	