

CUSTOMER PERSONA

ALIGN YOUR PURPOSE TO ACTION

PERSONA

Who is your customer?
What do they do?
What's their job?
What are they responsible for?

REASONS TO USE OUR PRODUCT

What benefits will they gain from using the product?

REASONS TO BUY OUR PRODUCT

Why your product over the alternatives?
What will push them over the edge?

PERSONALITY

Describe their traits?
How do they think?
What are they willing to risk?

INTERESTS

What are they interested in?
What are they learning?

SKILLS

What are they good at?
What are they no-so-good at?

TECH SAVVINESS

Which technologies do they use?
What is their level of proficiency?
Why do they use it?