



Persona Development Template

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A Quick Note On Personas

What Is A Persona?

A persona is an archetype of your customer groups that focus on every interaction with the brand and helps you develop better insights to enhance services, products and communications.

A powerful way to:

- Communicate knowledge
- Understand activities, interests, influencers, goals & pain points
- Designing personas can be used for research, for marketing strategy, comms planning, data requirements, analytics, recruiting, for customer services, training etc
- And particularly in customer journey mapping!

4 Key Principles

However, there is always a risk that they become pen portraits or customer segments - these are valuable marketing tools but are very different to personas.

These 4 key principles will help you to develop effective customer personas:

- Personas aren't customer segments
- You can't make them up
- Personas are a translation of customer goals
- Persona development is not a quantitative process

How To Use This Template

Customise it.

This is a generic template so feel free to play around with its structure.

We don't advise removing any of the sections as they are all needed to develop a good persona and will push you to really think – there's always a temptation to remove sections if they feel too challenging!

Do consider adding sections though so that you have a template and persona that you are happy with.

Insert A Photo Of Your Persona

Their Name

“

How would they describe their key problem, objective or mindset

”

Demographics

Age

Works for

Job

Family Situation

Their relationship with you

Skills



Motivations

What are their key triggers and barriers?

Do they have an actual need or are they feeling pressure from their friends and family?

Are they going to find it easy or a struggle? Will they enjoy it?

What influences their thinking?

Needs & Goals

What is your persona trying to do, why and by when?

Insert A Photo That Summarises Your Persona's Project Or Need

A Day In The Life

What does a typical day look like for your persona?

Don't think about the role that your product or brand plays in their life - focus on what they they have to do, their commitments and how they spend their time.

Behaviours

Where are they going to get information?

What are the parameters that they are working to?

This could be budget, timescales.

Are they spontaneous or is every detail planned?

Need Some Help?

Sign up for a free marketing assessment with one of our experts.

It's a pain-free assessment of your marketing priorities and how you are using your data to optimise your marketing performance and deliver personal experience across the customer journey.

Click here to find out more >

Start Your Data Project Today!

Are you ready for us to help you with your next project?

Email : hello@cmconduit.co.uk



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