Customer Profile

Demographics
Age Range:
Gender:
Location:
Education level:
Income Range:
Occupation:

Motivation
What motivates them:
What are their fears:
Who are their idols/role models:
What are their short-term goals:
What are their long-term goals:

Character
What websites do they frequent:
What TV shows do they watch:
What are their hobbies:
What kind of technology do they use:
What does a typical day look like for them:
What are their habits:
What are their favorite possessions:

Sketch of customer