ITWP 2600 - Customer Persona Template

Byte Store

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1. Name and Title

Johnny Test – Web Developer

2. Basics
Includes demographics and psychographics – age, gender, location, family life, likes and dislikes, location in adoption curve (ie. innovator, early adopter, early majority, late majority).

John is a 26-year-old Male, living in the Metro Detroit area. Currently no children and recently graduated from college. John would be considered an early adopter.

3. Professional and personal background
Includes job title, job history, role, leisure activities, hobbies.

John has worked at a few different companies specializing in web development at this point. He is trying to get his bearings in the industry, but he mainly has a passion for online gaming. He streams in his spare time and is hoping to go viral and possibly leave traditional work behind.

4. Quote
Should encapsulate the persona's attitude towards you product or service.

These peripherals truly hit different

5. Technical background
How comfortable are they online and what activities do they perform on the web? What devices so they use? This is important for determining how the audience will interact with the brand online.

John is very comfortable interacting with the web since it's practically his job. He has a Windows Gaming PC along with a MacBook Pro laptop for work. He has a consistent need for computer parts and peripherals.

6. Favorite websites (1-3)

Amazon.com
Twitch.TV
YouTube.com

7. Goals
What is this person's goals when looking for a vendor? Do they want to find a vendor they can work with quickly? Do they shop by price? Do they need a partner for long-term engagement?

John is looking for a trustworthy website he can frequently shop at and find the best prices. He hopes to find a lot of variety with an emphasis on good prices.

8. I need/I want statements
What does this person need and/or want in order to reach the above goals? Remember to keep in mind all of the characteristics you described above.

John needs good, working peripherals that will help him to be productive at work and in his online gaming environment. He wants products that perform and look professional.