

buyer persona



name

background

age:

children:

gender:

occupation:

location:

income:

marital status:

education:

desires



influences

_____	_____
_____	_____
_____	_____
_____	_____

challenges

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-
-

daily routine

5am-12pm:

5pm-12am:

12pm-5pm:

12am-5am:



types of devices



desktop



mobile



tablet

online behavior

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-

other

