**CUSTOMER PERSONA WORKSHEET**

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| **PERSONA PICTURE** | **PERSONAL INFORMATION** |
| User | **PERSONA NAME** *can be the first name, first name and last name, or something slightly silly* |
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| **JOB TITLE** |
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| **WORK COMPANY** |
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| **AGE** |
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| **SOCIAL MEDIA** |
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| **GOALS AND MOTIVATIONS** |
| Detail at least one important, job-related goal and motivation. |
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| **VALUES AND ETHICS** |
| Describe what’s important to your persona, e.g., their work ethic, attention to detail, punctuality, adherence to deadlines, and so on. |
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| **CUSTOMER CHARACTERISTICS RELEVANT TO YOUR PRODUCT/SERVICE** |
| Describe anything relevant to how the person might use your product or similar products or how they currently do the work for which your product is intended. |
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| **ANY OTHER DETAIL** |
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