Building a Customer Persona - Template

Customer Name: _____   Customer Segment: _____

Who are they?

Sample Quotation

Picture

Goals and Pain Points

Purchasing decisions?

RESEARCH & DISCOVERY

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Building a Customer Persona - Example

Customer Name: _____*Philip Exampleton*_____   Customer Segment: _____*Classroom Teacher*_____

Who are they?

- *28 years old*

- *Has been teaching grade 7 & 8 for 3 years*

- *Works at a medium sized public school in a lower socio-economic neighbourhood*

Sample Quotation

"I really want to make a difference at my school, and want my superintendent to help me make a difference in other schools as well."

Goals and Pain Points

Highly artistic and creative, Philip wants his students to try new things, but is often frustrated by the lack of time and money to do so.

Purchasing decisions?

- *Tries new resources based on colleague recommendations*

- *Highly active on Twitter - #edchat, #gafe*

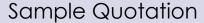- *Can request small amounts of money for resources, but has no control over budgets*

RESEARCH & DISCOVERY

Building a Customer Persona - Example

Customer Name: _____Monica Profiletti_____   Customer Segment: _____Superintendent_____

Who are they?

- 49 years old

- Oversees 7 elementary and 4 secondary schools

- Was principal of elementary school for 4 years before moving to her current position

Sample Quotation

"I want my schools to take full advantage of new technologies that increase learning, but the costs have to make sense."

Goals and Pain Points

Monica wants to help her teachers with innovative new classroom resources, but is often frustrated by slow adoption rates.

Purchasing decisions?

- *Attends 4 – 5 educational conferences per year to learn about new resources*

- *Has a budget specific to educational technologies*

- *Bulk purchases must be approved by a committee*

- *Prefers to work with official school board vendors*

RESEARCH & DISCOVERY