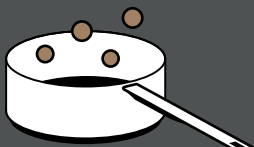


# Customer Persona Guide

Paying attention to your customers, their needs and what you can do to serve them will set you apart as a brand. Give reasons for your target market to believe in what you offer and why they should continue to pay attention.



**tribe notion**



## Name

Give a name to build a connection with your persona. If you can, find an image that best reflects their personality

## Demographics

Age  
Gender  
Occupation  
Education  
Income  
Location  
Marital status

## Story

Give a back story, give insight to their life. Explore the past, income situation and family life.  
Where do they work?  
Are they educated?  
Are they looking for change?

## Needs

What are general needs  
What is specifically missing in their life that your brand solves?  
are issues focused, or large problems?  
Is it related to lifestyle, family or stats?

## Solutions

What impact do you have on their lives  
What problems do you solve?  
Can you compliment existing habits?  
Do you build new experiences?  
Does it appeal to their life outlook  
is it achievable

Speak to what your customers are looking for based on research and understanding. Build empathy for the needs they need solving.

**Customer Name:**

**Demographics**

**Story**

**Needs**

**Solutions**