

CUSTOMER ARCHETYPE WORKSHEET

When defining your customer archetype, the more specific you are, the better. After all - how can you build a product that someone will love if you don't understand that someone inside and out?

Fill out the answers below to create your first basic customer archetype:

NAME

My customer's fictional name is _____

BACKGROUND

My customer is a _____ in the _____ industry

My customer's education level is _____

My customer's relationship status is _____

DEMOGRAPHICS

My customer is a male/female/other.

My customer is between the ages of _____ and _____

My customer resides in a town like _____

GOALS

My customer's short-term goals are _____

My customer's long-term goals are _____

My customer's personal goals are _____

CHALLENGES

On a daily basis, my customer faces _____

My customer's professional challenges include _____

My customer's personal challenges include _____

HABITS

In their spare time, my customer enjoys _____

My customer is interested in topics like _____

My customer's daily life includes routines like _____