

# What is exactly a buyer persona?

A buyer persona represents your ideal customer, an individual from your target audience. Imagine a semi-fictional character and construct their personality using insights from your market research and customer data. Some informed assumptions may need to be made in this process.



## Personal info

- Age
- Gender
- Hobbies
- Location
- Interest
- Income

## Challenges

- What problems does your persona want to solve (Related to your service/product)
- What are their pain points?

## Bio

Shortly describe your persona history leading up to the search of your product/service. You can add professional and personal factors that make this persona ideal for your business.

## Personality

Introvert/Extrovert



Thinking/Feeling



## About your business

- How does your product/Service meet your persona needs?