{Client Name}

Target User Persona

DATE

Note: This example is for a company selling all natural herbal hair-care products. One of the buyers they are trying to appeal to is mothers who want to ensure they are using all-natural products for their family



User Persona: Organic Oriented Mothers

Gender: Female

Age: 31

Education: College Educated – UC Davis Grad

Income: Extra disposable income, tends to buy brand name items.

Interest Affinities: Household products, organic cooking/recipes, family activities

Primary Discovery Methods: Facebook, Pinterest, Reviews from bloggers, Google

Primary area of residence: more liberal areas of US (Bay Area, Portland, Austin, etc)

Jargon/Slang, etc used: None

Primary Concerns:

Wants to ensure she is providing healthy choices for her family that are also environmentally friendly. Desires to lower possible carcinogens in products, chemicals and preservatives in food, etc.

Other Info: Likely married, likely into fitness pursuits such as yoga, cycle class, hiking, etc.

Visits websites like: Etsy, example2, example 3

Mary is a newer mom who is concerned about the use of harmful chemicals in her hair care and other beauty products. She wants to eliminate these toxic substances for her own use as well as that of her child's products. When searching for these products, she often uses terms like "organic" or "all-natural." Naturally she also prefers cruelty free products that are eco-friendly and in recyclable packaging. As a new mother she spends time reading blogs about parenting, health and other tops she might need to know. Due to this, if a blogger she respects recommends a product, she is likely to check it out. Mary is also likely to ask her friends and family for recommendations on Facebook. She may be more susceptible to Facebook ads as well as Pinterest promotions.

She frequently enters contests, and would respond well to contests featuring a give-away as well as share this with friends and family.