


PLEASE MAKE YOUR OWN COPY BEFORE USING

Customer personae template

 <p>Photo/sketch of person</p>	<p>Name:</p> <p>Age:</p> <p>Occupation:</p> <p>Additional observations:</p>	<p>Special considerations (eg hobbies, behaviours, characteristics, other demographics, passions, phobias, life/world view):</p>	
<p>Wants:</p>	<p>Needs:</p>	<p>Fears/Reservations:</p>	<p>Motivations:</p>