

# Customer Persona Questions

## Personal Information

- What is your customer's age range?
- Do they have children? If so, how many and what are their ages?
- What is their marital status?
- Where do they live? Rural, city, apartments, houses
- What is their personal or household income?
- What is their education level?
- Where does your customer work?
- What is their job title and/or primary role?
- How would they describe their typical day?

## Hobbies + Media

- What activities do they enjoy? Winetasting, watching football, Crossfit, cooking
- How does your buyer get information?
- How do they communicate?
- What media do they consume?
- Do they belong to any associations?
- What experts or gurus do you think they might follow?
- What social media do they use? How do they use it?
- What local businesses or restaurants do they go to?

## Your Product

- How much money do they earn?
- Are they price-sensitive?
- How many meals a week do they prepare for themselves?
- When it comes to food, what do they
  - care about?
  - value?
  - worry about?
- What characteristics are important?
- What benefits (feels good, tastes great, good value) are important?
- Why are they buying your product? (or what problem are you solving for them?)
- What's the end-use?
- What words would they use to talk about your product?
- If they were looking for your business, what would they type into Google?
- What might frustrate them if they tried to buy from you or a competitor?
- Why haven't they bought from you in the past?
- If they buy your product, what does a perfect experience look like?