

## Customer Persona

### *Marketing Before Funding*

[\[click here to learn how to create a customer persona\]](#)

#### 1. Name and Title

Rosie Wilson – remote software engineer

#### 2. Basics

*Includes demographics and psychographics – age, gender, location, family life, likes and dislikes, location in adoption curve (ie. innovator, early adopter, early majority, late majority).*

Age – 25

Gender - Female

Location – Sterling Heights

Likes trying new coffees, making coffee at home, and new coffee cups.

Dislikes buying coffee from a café every day and leaving the house during work hours.

Early adopter

#### 3. Professional and personal background

*Includes job title, job history, role, leisure activities, hobbies.*

Rosie is a software engineer who works from home Monday-Friday. She used to work at a local restaurant before getting her degree. She would get her coffee from the restaurant she used to work at. After getting her degree 2 years ago and being hired for remote work for a different company, she lost access to her daily cup of coffee from the restaurant. She enjoys trying new coffees from different cafes and online shopping. During the work day, she can't leave her house because of how busy she is so she is looking into getting equipment to make café grade coffee at home.

#### **4. Quote**

*Should encapsulate the persona's attitude towards your product or service.*

"My morning coffee is the only calm moment of my day so I just want it to feel special and not basic."

#### **5. Technical background**

*How comfortable are they online and what activities do they perform on the web? What devices do they use? This is important for determining how the audience will interact with the brand online.*

Rosie is very comfortable being online. She uses multiple different programming languages for her job such as C++, Python, and .NET. She also spends time online shopping on websites like Amazon. She uses a Windows PC, iPhone, iPad, and a Windows desktop computer.

#### **6. Favorite websites (1-3)**

Her favorite websites are Amazon and InstaCart.

## 7. Goals

*What is this person's goals when looking for a vendor? Do they want to find a vendor they can work with quickly? Do they shop by price? Do they need a partner for long-term engagement?*

Rosie's goals when looking for a vendor are how easy their website is to navigate, reasonable prices, and reliable product availability.

## 8. I need/I want statements

*What does this person need and/or want in order to reach the above goals? Remember to keep in mind all of the characteristics you described above.*

Rosie needs an ecommerce website that provides a good user experience. She needs a vendor who has reasonable prices and consistent product availability.