[A picture containing drawing

Description automatically generated](https://www.smartsheet.com/try-it?trp=11992&utm_source=template-word&utm_medium=content&utm_campaign=Customer+Persona+Worksheet-word-11992&lpa=Customer+Persona+Worksheet+word+11992)**CUSTOMER PERSONA WORKSHEET**

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| --- |
| PERSONA INFORMATION |

TARGET PERSONA IMAGE

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| PERSONA INFORMATION |
| PERSONA NAME *can be the first name, first name and last name, or something slightly silly* |
|  |
| JOB TITLE |
|  |
| FICTIONAL COMPANY |
|  |
| AGE |
|  |
| QUOTATION |
|  |

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| GOALS AND MOTIVATIONS |
| Detail at least one important, job-related goal and motivation. |
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| VALUES AND WORK METHODS |
| Describe what’s important to your persona, their work ethic, attention to detail, punctuality, adherence to deadlines, and so on. |
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| CHARACTERISTICS THAT APPLY TO YOUR PRODUCT |
| Describe anything relevant to how the client might use your product / services or similar offerings, or how they currently do the work your product / service is intended for. |
|  |

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| --- | --- |
| INSERT COPYRIGHT INFO | INSERT COMPANY LOGO |

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| FURTHER DETAIL |
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| INSERT COPYRIGHT INFO | INSERT COMPANY LOGO |

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