Customer Persona Worksheet

Background and demographics	Target Persona	Needs

Hobbies	Goals	Barriers

Product Research

Product Research #	Image	Image
Anchor Product on the market		
Name of the product		URL:
Price Range		
Reviews		
Product Particulars Sizes, colors, etc.		
Ideas or Observations: Positive & Negative		
How can you use the attributes of this product in your work?		

Condense Product Research Information

Condense the information from your product research items.					
Product Research	**Researched product #1**	**Researched product #2**	**Researched product #3**	**Researched product #4**	**Researched product #5**
Positive Attributes	1. 2. 3. 4. 5.				
Observations: What negatives would help improve your product based on other products?	1. 2. 3. 4. 5.				
Price?	$				
Review Numbers					
How does this product relate to your ideal customer? *(Solving a problem, enriching, status, experience, hobby, etc.)*					
Refine the top attributes and improvements for each product.	1. 2. 3. 4. 5.				
Top attributes you can use in your product from the refined list above.					

Your New Anchor Product

New Product	Image	Image
Anchor Product		
Name of the product		
Price Range		
What makes it better? **Product Benefits**		
Ideal Customer		
Where to market?		