

Customer Persona Template

Marketing Before Funding

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

1. Name and Title

John Smith, Home Gardener

2. Basics

Age: 45

Gender: Male

Location: Roseville, Michigan

Family Life: Married with two teenagers.

Likes: Quality tools, organic gardening, spending time outdoors

Dislikes: Low-quality materials, non-eco-friendly products

Adoption Curve Position: Early majority

3. Professional and personal background

Job Title: IT Project Manager

Job History: Has been working in IT for over 20 years.

Role: Manages a team of software developers

Leisure Activities: Gardening, woodworking, coaching little league

Hobbies: Collecting rare plant species, building birdhouses

4. Quote

“The right tool can turn a day’s work into an hour’s pleasure.”

5. Technical background

Comfortable with technology, uses the internet for research and online shopping. Prefers using a tablet or smartphone for convenience

6. Favorite websites (1-3)

Gardeners’ World: For tips and tricks on gardening

DIY Network: For home improvement and gardening project ideas.

Local Hardware Store: For deals on tools and supplies

7. Goals

To maintain a beautiful and productive home garden.

To find durable, reliable, and efficient gardening tools.

To engage in sustainable gardening practices.

8. I need/I want statements.

“I want a watering system that can be easily adjusted and doesn’t waste water.”

“I want to buy from a company that stands behind their products with a good warranty.”