



# Persona Profile Worksheet

Persona Name \_\_\_\_\_

*Descriptive name for this persona*

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**Demographic:**

Age  
Gender  
Location  
Education  
Current role

**Primary devices used:** *phone, tablet, desktop (indicate primary)*

**Technology skill level:** *basic, skilled, expert (choose one)*

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**Design:** *What adjectives best describe the type of design will this person like e.g. minimalist, warm, supportive*

**Preferred Websites:** *Which industry websites does this person go to frequently*

**Pain Points:** *Describe the relevant pain points this person encounters*

**Website Features:** *Describe the content that will address this person's pain points, needs, and motivations*

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## BUYER'S JOURNEY

*List content this person needs to know at each stage*

Awareness: *such as blog posts, social posts*

Consideration: *such as case studies, videos*

Decision: *such as demos, testimonials*

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## SEARCH PHRASES

*List some of the keywords they would use to find the site*