

# Customer Persona

An audience-definition tool: turns real research into one concrete person with goals, frustrations and habits you can design for. Origin: Alan Cooper's design personas

|                    |                                |
|--------------------|--------------------------------|
| <b>PROFILE</b>     |                                |
| <b>GOALS</b>       | <b>FRUSTRATIONS</b>            |
| <b>MOTIVATIONS</b> | <b>CHANNELS AND BEHAVIOURS</b> |

- **PROFILE:** Who they are in one line - name archetype, role, and the demographics that actually matter for the decision.
- **FRUSTRATIONS:** The specific pains and blockers between them and their goals - sourced from real complaints, not imagined ones.
- **CHANNELS AND BEHAVIOURS:** Where they spend attention and how they actually research and buy - specific communities, sources, and decision behaviour.

- **GOALS:** The concrete outcomes the person is trying to achieve, framed from their world. Specific and few. The load-bearing section.
- **MOTIVATIONS:** The deeper why under the goal - status, security, fear of blame. What makes the persona feel human.