

# Customer Personas

WHO IS BUYING? WHO IS DECIDING? WHO IS USING?

KNOW WHO YOU ARE MARKETING TO.  
EXAMPLE BELOW FOR A CHILDCARE CENTRE



## I'm Jemma

“My work is important to me but now Sia is here I am really sensitive to who cares for her when I return to work.”

**GOAL** Find a local childcare centre with quality staff.

**MOTIVATOR** Quality. I need to know my baby is in safe hands

### DEMOGRAPHICS

**AGE** 32

**WORK** Lawyer on Maternity Leave

**FAMILY** Married, 1 child

**LOCATION** Richmond/Inner City

**INCOME** 150k HH

### FRUSTRATIONS | PAIN POINTS

Not enough time to visit all centres. Wants to get a feel virtually and visit only a few centres on the shortlist. Finding out the fees.

### ROLE IN THE PURCHASE

I am the ultimate decision maker but it needs to work for my partner too.