

## PERSONAS & DEMOGRAPHICS CHECKLIST

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### Lesson 2: Personas & Demographics Checklist

Below is the glossary for this checklist:

- P = Persona
- J = Job details
- D = Demographics
- GC = Goals and Challenges
- VF = Values and Fears
- G = General
- T = Technical
- PS = Psychographics

Persona/DemoG	Target Customer
P: Name of persona	
P: Why will they come to your website? (User needs, interests, and goals)	
P: Where (or from whom) else is your target customer getting information about your issue or similar programs or services?	
P: When and where will users access your website? (User environment and context)	
J: Job title	
J: Key information about their company (size, type, etc.)	

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J: Details about their role	
J: How much work experience does your target customers have?	
J: What is your target customer's professional background?	
D: What is the age of your target customer?	
D: What is the gender of your target customer?	
D: Salary/household income	
D: Location: urban, suburban, rural	
D: What is the highest level of education your target customer has received?	
D: Family type	
GC: Primary goal they want to	

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achieve	
GC: Secondary goal they want to achieve	
GC: How you help achieve these goals	
GC: Primary challenge they are experiencing	
GC: Secondary challenge they are experiencing	
GC: How you help solve these problems	
VF: Primary values	
VF: Common objections during the sales process	
G: Marketing message you want to communicate	
G: Your elevator pitch you want to deliver to your target customers	

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T: What technological devices does your target customer use on a regular basis?	
T: What software and/or applications does your target customer use on a regular basis?	
T: Through what technological device does your target customer primarily access the web for information?	
T: How much time does your target customer spend browsing the web every day?	
T: What motivates your ideal customer to buy online?	
T: What is your target customer motivated by when browsing online?	
T: What is your target customer looking to do?	
T: What are your target customer needs?	
PS: What is your customer's personality?	

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PS: What type of attitudes does your customer have.	
PS: What are their values?	
PS: What are some of their interests or hobbies?	
PS: What type of lifestyles do they live?	
PS: How do they behave or act in general?	

### Evaluate your decision.

Once you've decided on a target market, be sure to consider these questions:

Are there enough people who fit my criteria?

Will my target customer really benefit from my product/service? Will they see a need for it?

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Do I understand what drives my target customer to make decisions?

Can they afford my product/service?

Can I reach them with my message? Are they easily accessible?