

## PERSONAS & DEMOGRAPHICS

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### Lesson 2: Learning more about Personas

A persona is basically a group of target customers who display the same buying behavior when shopping online. This group of customers will have similar behaviors such as:

- Use of technology or products
- Customer service preferences
- Lifestyle choices

Also, they will have demographics in common which can be...

- Age
- Gender
- Education
- And other typical demographics

With this in mind, let's jump into learning what it takes to create a persona for your target customers. Below are some questions you should be able to answer on the type of customers you want to buy your products or services.

### Describe your ideal customers

#### Personal

- What is the age of your target customer?
- What is the gender of your target customer?
- What is the highest level of education your target customer has received?

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### Professional

- How much work experience will your target customers have?
- What is your target customer's professional background?
- Why will they come to your website? (User needs, interests, and goals)
- Where (or from whom) else is your target customer getting information about their issue or similar programs or services?
- When and where will users access your website? (User environment and context)

### Technical

- What technological devices does your target customer use on a regular basis?
- What software and/or applications does your target customer use on a regular basis?
- Through what technological device does your target customer primarily access the web for information?
- How much time does your target customer spend browsing the web every day?

### What motivates your ideal customer to buy

- What is your target customer motivated by?
- What are they looking for?
- What is your target customer looking to do?
- What are your target customer needs?

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### Lesson 2: Persona Demographics

Once you have completed the persona homework, it will make it easier to develop the demographics of your ideal customer. I know it may seem like a lot of work but keep going because this will definitely help you develop your website to meet the needs of your customers.

#### Choose specific demographics to target.

Figure out not only who has a need for your product or service, but also who is most likely to buy it. Think about the following factors:

- Age
- Location
- Gender
- Income level
- Education level
- Marital or family status
- Occupation
- Ethnic background

Dig deeper: [Why demographics are crucial to your business.](#)

#### Consider the psychographics of your target.

Psychographics are the more personal characteristics of a person, including:

- Personality
- Attitudes
- Values
- Interests/hobbies
- Lifestyles
- Behavior

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Determine how your product or service will fit into your target's lifestyle. How and when will your target use the product? What features are most appealing to your target? What media does your target turn to for information? Does your target read the newspaper, search online, or attend particular events?

Dig deeper: [Understanding how your customers think](#).

### **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?
- 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?