

Ideal Customer Profile Worksheet

Demographic Information:

- Age range:
- Gender:
- Location (urban, suburban, rural):
- Income level:
- Education level:
- Marital and family status:

Psychographics:

- Interests and hobbies:
- Values and beliefs:
- Lifestyle (active, sedentary, etc.):
- Personality traits (introverted, extroverted, practical, creative, etc.):

Professional Background (if relevant):

- Occupation and industry:
- Job title and level of seniority:
- Work environment (corporate, remote, field work, etc.):
- Career goals and aspirations:

Buying Motivations and Pain Points:

- What challenges or problems do they face that your product/service can solve?

- What motivates their purchase decisions?

- What are their fears or hesitations related to your product/service category?



Consumer Behavior:

- Shopping preferences (online, in-store, etc.):
- Brand loyalty and what drives it:
- Preferred communication channels (email, social media, etc.):
- Influences on buying decisions (reviews, recommendations, etc.):

Customer Journey Understanding:

- Awareness: How do they discover new products or services?
- Consideration: What factors do they consider before making a purchase?
- Decision: What triggers their final purchase decision?
- Post-Purchase: How do they engage post-purchase (reviews, repeat purchases, etc.)?

Technology Usage:

- Preferred devices (smartphones, laptops, tablets):
- Social media platforms used and frequency:
- Digital literacy level:



Goals and Aspirations:

- Personal and/or professional goals

- How can your product/service help them achieve these goals?

Sources of Information:

- Where do they typically gather information (news websites, blogs, social media, etc.)?

- Trusted sources and influencers in their decision-making process:

Cultural, Social, and Environmental Factors:

- Cultural influences that might impact their buying decisions:

- Social issues they care about:

- Environmental consciousness and its impact on their consumer choices:

- Familial influences that could impact buying decisions: