



## Background

Where are they at in in life?

What has got them to this point?

What do they enjoy doing?

## Goals

What do they want out of life?

What are their drivers?

What do they want to succeed in?

## Demographic

Age:

Sex:

Suburb:

Occupation:

Income:

Marital Status:

Children:

Pets:

Car/s:

Main Device:

Other:

## Needs

What do they need?

## Frustrations

What are they struggling with?

## Motivations

What motivates them in life?

What motivates them to buy? (do they respond better to fear or desires?)

Why do they buy other products or services?

## Pain Points

What are their main pain points that you could solve?

What has been something that they have tried and failed at?

What benefits do they want to see by solving these pain points?