



My Ideal Customer

Name Market Segment

Key Problem/s

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.....

Desired Solution (emotional response)

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Core Values

.....

Other Information

- | | |
|---|---|
| <input type="checkbox"/> Age | <input type="checkbox"/> Male / Female |
| <input type="checkbox"/> Marital Status | <input type="checkbox"/> Kids |
| <input type="checkbox"/> Socio-economic | <input type="checkbox"/> Location |
| <input type="checkbox"/> Shopping preference: big box / boutique / local / relationship / budget / online / B2B | |
| <input type="checkbox"/> Favourite Brands: | |
| <input type="checkbox"/> Social Media: Facebook / Twitter / Insta / LinkedIn / Snapchat / Pinterest / YouTube | |
| <input type="checkbox"/> Other Media: | |



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