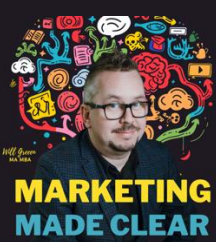


BUYER PERSONA TEMPLATE



BUYER PERSONA TEMPLATE



Persona Name

Persona Summary
(One-line Summary/Motto)

Empathy Quote
(In quote marks italicised)

Demographics

Age Range: *(grouped)*

Gender Identity: *(text field)*

Location: *(text field)*

Occupation/Education: *(text field)*

Income/Budget: *(text field)*

Family/Living Situation: *(text field)*



BUYER PERSONA TEMPLATE



Goals and Aspirations:

(Bullet points - what motivates them, what do they aspire to have/be, what are their goals?)

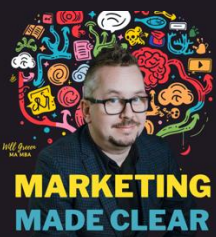
Persona Name

Persona Summary

(One-line Summary/Motto)

Challenges and Pain Points:

(Bullet points - what are their limitations, what do they need to overcome, what do they struggle with?)



BUYER PERSONA TEMPLATE



Persona Name

Behaviours and Buying Patterns:

Research and Decision Habits

(2 Bullet points)

Shopping Preferences

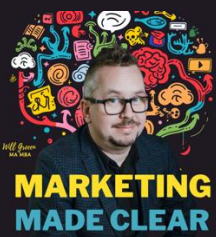
(2 Bullet points)

Content/Channel Preferences

(2 Bullet points)

Values and Psychographics

(3+ bullet points)



BUYER PERSONA TEMPLATE

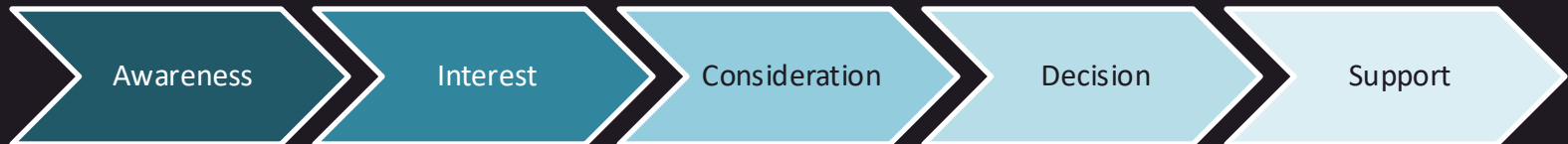


Persona Name

Influences and Brand Affinities:

(Bullet points – list their key influencer channels, trusted brands, including social follows and favoured websites)

Buyer Journey Stage (select one)



Increase Brand Awareness and Trust

Explore Buyer Challenges and Solutions

Support Buyer Research and Evaluation

Validate the Buyers Decision and Purchase

Improve Customer Success and Retention



BUYER PERSONA TEMPLATE



Persona Name

Buyer Journey Stage (detail)

(Add detail to the buyer persona stage)

Solution Fit/Value Proposition:

(Clear Statement – linking our product or service to the persona needs)



Health-Conscious Hannah

BUYER PERSONA EXAMPLE

BUYER PERSONA EXAMPLE



Health-Conscious Hannah

Persona Summary

"A busy young mum who values quick, healthy solutions."

Empathy Quote

"I just don't have time to cook from scratch every night, but I still want to eat well."

Demographics

Age Range: 28-35

Gender Identity: *Female*

Location: *Urban – Greater London*

Occupation/Education: *Marketing, Bachelor's Degree in Business*

Income/Budget: *Middle income, budget conscious but willing to pay for convenience*

Family/Living Situation: *Lives with partner and toddler in a small flat*

BUYER PERSONA EXAMPLE



Goals and Aspirations:

- *Maintain a healthy diet despite a busy lifestyle*
- *Find affordable, convenient meal solutions*
- *Reduce food waste and make more eco-friendly choices*
- *Spend more quality time with family (less time cooking)*

Health-Conscious Hannah

Persona Summary

"A busy young mum who values quick, healthy solutions."

Challenges and Pain Points:

- *Limited time to prepare home-cooked meals after work*
- *Overwhelmed by conflicting nutrition advice online*
- *Struggles to find meal options that are both healthy and child-friendly*
- *Concerned about hidden costs in subscription services*

BUYER PERSONA EXAMPLE



Health-Conscious Hannah

Behaviours and Buying Patterns:

Research and Decision Habits

- *Reads reviews and comparison blogs before buying new products*
- *Trusts recommendations from close friends and parenting groups*

Shopping Preferences

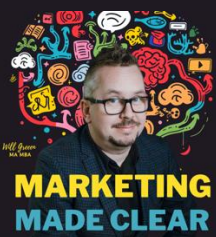
- *Prefers online shopping with flexible delivery options*
- *Buys groceries weekly, avoids bulk-buying due to limited storage*

Content/Channel Preferences

- *Follows food influencers on Instagram*
- *Watches quick recipe tutorials on YouTube*

Values and Psychographics

- *Values sustainability and prefers eco-friendly brands*
- *Health-conscious but not a “health fanatic” – looks for balance*
- *Cautious buyer – prefers brands that build trust and transparency*



BUYER PERSONA EXAMPLE



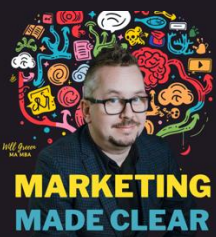
Influences and Brand Affinities:

- *Influenced by peers and parenting blogs*
- *Trusts brands like Marks & Spencer for quality food*
- *Follows influencers such as The Body Coach (Joe Wicks)*
- *Often visits websites like BBC Good Food and Pinterest for meal ideas*

Health-Conscious Hannah

Buyer Journey Stage (select one)





BUYER PERSONA EXAMPLE



Health-Conscious Hannah

Buyer Journey Stage (detail)

Consideration Stage – actively researching meal kit options but hasn't made a decision

Solution Fit/Value Proposition:

Our meal kit delivery service offers Hannah convenient, healthy recipes with eco-friendly packaging, helping her maintain her lifestyle without the time drain of daily meal prep.

By providing pre-portioned ingredients and simple, step-by-step instructions, we eliminate the guesswork and stress of meal planning. Our flexible subscription options allow Hannah to adjust deliveries around her busy schedule, while our commitment to sustainable packaging aligns with her eco-conscious values.

With a focus on family-friendly recipes, we ensure that even her toddler enjoys nutritious, home-cooked meals. Ultimately, we give Hannah the time back in her day to focus on what matters most—quality moments with her family.



Persona Image
Persona Name

BLANK BUYER PERSONA TEMPLATE



BUYER PERSONA TEMPLATE

<p>Persona Image</p>	<p>Empathy Quote</p>
<p>Persona Name</p>	<p>Demographics</p>
<p>Persona Summary</p>	



BUYER PERSONA TEMPLATE

<p>Persona Image</p>	<p>Goals and Aspirations:</p>
<p>Persona Name</p>	<p>Challenges and Pain Points:</p>
<p>Persona Summary</p>	



BUYER PERSONA TEMPLATE

<p>Persona Image</p>	<p>Behaviours and Buying Patterns:</p>
<p>Persona Name</p>	
<p>Values and Psychographics</p>	



BUYER PERSONA TEMPLATE

<p>Persona Image</p>	<p>Influences and Brand Affinities:</p>										
<p>Persona Name</p>											
<p>Buyer Journey Stage (select one)</p> <table border="1"><tr><td data-bbox="200 1022 504 1162"><p>Awareness</p></td><td data-bbox="510 1022 813 1162"><p>Interest</p></td><td data-bbox="819 1022 1122 1162"><p>Consideration</p></td><td data-bbox="1128 1022 1431 1162"><p>Decision</p></td><td data-bbox="1437 1022 1773 1162"><p>Support</p></td></tr><tr><td data-bbox="227 1196 459 1253"><p>Increase Brand Awareness and Trust</p></td><td data-bbox="568 1196 736 1282"><p>Explore Buyer Challenges and Solutions</p></td><td data-bbox="865 1196 1025 1282"><p>Support Buyer Research and Evaluation</p></td><td data-bbox="1147 1196 1360 1282"><p>Validate the Buyers Decision and Purchase</p></td><td data-bbox="1445 1196 1649 1282"><p>Improve Customer Success and Retention</p></td></tr></table>		<p>Awareness</p>	<p>Interest</p>	<p>Consideration</p>	<p>Decision</p>	<p>Support</p>	<p>Increase Brand Awareness and Trust</p>	<p>Explore Buyer Challenges and Solutions</p>	<p>Support Buyer Research and Evaluation</p>	<p>Validate the Buyers Decision and Purchase</p>	<p>Improve Customer Success and Retention</p>
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BUYER PERSONA TEMPLATE

<p>Persona Image</p>	<p>Solution Fit/Value Proposition:</p>
<p>Persona Name</p>	
<p>Buyer Journey Stage (detail)</p>	