### Your customers

**How to use this worksheet**

Customer personas are detailed and realistic representations that can help you test your ideas and inform your decision making.

You can better understand your customers by visualising their key characteristics. Think about the different customers who will buy or use your product or service. Talk to your existing or potential customers. Think how you can engage them in a meaningful way to help shape your offering.

You can use market research to scope the potential size of your market.

Complete the sections by writing onto post-it notes and placing them on the worksheet.

Make copies this worksheet and complete for each of your customer groups.

### Name:

<table>
<thead>
<tr>
<th>Customer Group:</th>
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</thead>
<tbody>
<tr>
<td>Who are they?</td>
</tr>
<tr>
<td>What age are they?</td>
</tr>
<tr>
<td>What is their family/personal situation?</td>
</tr>
<tr>
<td>Where do they live?</td>
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<tr>
<td>What do they do?</td>
</tr>
</tbody>
</table>

### Reasons for them to engage with you

What pain points or challenges will you address? What are the benefits to them?

1.  

2.  

3.  

### Reasons for them not to engage with you

Consider: awareness, cost, location, access, etc.

1.  

2.  

3.  

### Their Interests

What motivates them? What do they do with their free time?

### Their Personality

What are their values? Are they a private person or outgoing?

### Their Needs

What needs do they have in their personal and work life? What is missing? What concerns them?

### Their Goals

What are their life dreams, their aspirations? Who are their role models and heroes?

### Their Social Environment

How do they like to engage in their personal and work life?

### How many are there?  

<table>
<thead>
<tr>
<th>How many will you reach them? How frequently?</th>
<th>How much will they pay?</th>
<th>How will you reach them?</th>
<th>Potential total income</th>
</tr>
</thead>
<tbody>
<tr>
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