

# Customer Persona Template

## *Marketing Before Funding*

### 1. Name and Title

**Amethyst De Carlo, Intern**

### 2. Basics

*Includes demographics and psychographics – age, gender, location, family life, likes and dislikes, location in adoption curve (ie. innovator, early adopter, early majority, late majority).*

Amethyst is a 23 year old single woman in Detroit, Michigan. She likes to paint and don't like carrots. She is the innovator of GemEssentials products.

### 3. Professional and personal background

*Includes job title, job history, role, leisure activities, hobbies.*

Amethyst went to University of Michigan and majored in Computer Science. She has received her bachelor's degree there. She is currently a Software Engineer intern. She likes to paint on her spare time and hang out with her fiancé and her friends.

### 4. Quote

*Should encapsulate the persona's attitude towards you product or service.*

Amethyst is excited to try GemEssentials considering it's a new brand she is curious on how the products will perform. She rarely wears fragrances, but she is curious on how the fragrances will smell.

## 5. Technical background

*How comfortable are they online and what activities do they perform on the web? What devices so they use? This is important for determining how the audience will interact with the brand online.*

Amethyst has Instagram and TikTok and she uses her phone a lot especially for shopping. She likes to research any latest computer science updates and any new software on her computer.

## 6. Favorite websites (1-3)

[www.w3schools.com](http://www.w3schools.com)  
[www.fentybeauty.com](http://www.fentybeauty.com)  
[www.github.com](http://www.github.com)

## 7. Goals

*What is this person's goals when looking for a vendor? Do they want to find a vendor they can work with quickly? Do they shop by price? Do they need a partner for long-term engagement?*

Amethyst think that the vendor matters since that it can determine the quality of the products. She shops by what she can afford, and she is looking forward to continuing to shop with GemEssentials.

## **8. I need/I want statements**

*What does this person need and/or want in order to reach the above goals?  
Remember to keep in mind all of the characteristics you described above.*

Amethyst wants a product to make her feel good and she wants to share it with her friends. She also wants the products to perform well and not be cheaply made.