

# B2C Customer Profile



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Name

Description

## Demographic

Age

Gender

Marital Status

Household Size

Occupation

Employment Status

Education Level

Income Bracket

Location

## Psychographic

Values

Hobbies

Desires

Interests

What are the general likes/dislikes of potential customers?

[Grey text area for likes/dislikes]

What makes your product more suitable to potential customers than that of competitors?

[Grey text area for product suitability]

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What are the most common design requirements shared by potential customers?

What factors are potential customers likely to consider before purchasing your product?

What do customers value from your company, products or services?

How will potential customers find out about the product you are selling?

What have previous customers said about your company/product?

Does the cost of your product influence a customers decision to buy from you?

List all the ways in which contact can be made with your potential customers.