

B2C Customer Profile



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Name

Description

Demographic

Age		Gender	
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Marital Status		Household Size	
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Occupation		Employment Status	
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Education Level		Income Bracket	
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Location

Psychographic

Values

Hobbies

Desires

Interests

[Grey header bar]

What are the general likes/dislikes of potential customers?

[Text input area]

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

[Text input area]

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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.