Demographic
Name?

Age?

Gender?

Background Story
Did you attend college?

Where did you grow up?

What was your first job?

Goals, Challenges and Pain Points
Career goals?

The most frustrating part of the day?

What do you worry about?

Personal Life
Time spent at work and home?

How do you spend your weekends?

Where do you shop?

Career
Industry?

Job title?

Responsibilities?

Personality
Introvert or an extrovert?

Optimistic or pessimistic?

Right-brained or left-brained?

Web/Purchase Behavior
What social media sites do you use?

How do you use the internet to search for products?

What sites do you usually shop on?
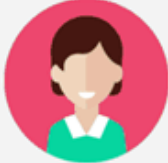
Finance
Annual income?

Net worth?

Product Insights/Objections to Sale
Objections to the product/service?

What questions would you ask yourself before buying a product?

How do you prefer to communicate?

Pamela Power Shopper

Demographics:

Age: 32 years
Gender: female
Marital Status: Married
(2 young kids)
Location: Austin

Occupation:

Housewife

Annual Income:

$0 (high earning husband)

Education:

College

Behavior:

Pamela...
• Buys heavily online
• Expert level shopper
• Great spending power
• Buys for her family daily needs as well
• Frequently buys gifts for friends and family

Goals:

Pamela wants...
• Frequent product inspirations
• Great recommendations
• New, popular and trending things
• Event based reminders about products

Objections to the sale:

• Not her taste

Channel:

• Mostly online, in-store purchases are very rare

Pain Points:

Pamela's pain points are...
• No inspirations for buying and trying out new things
• High delivery charges and taxes

Motivations:

Pamela is motivated by...
• High personalization
• Quick shopping features and fast transactions
• Good gifting product suggestions
• Great savings on product bundles

Devices:

• Mobile, tablet and laptop but mostly mobile

Key Strategies:

• Create a loyalty program for such frequent buyers.
• Analyze her purchase history and other data points to recommend products for her next purchase.
• Encourage her to try out new products showing high value in new products.