



CUSTOMER SEGMENT



DEMOGRAPHICS

Gender:

Age:

Occupation:

Income:

Education:

Marital Status:

Family Size:

Religion:

Ethnicity:

PSYCHOGRAPHICS

Habits:

Interests:

Hobbies:

Objections:

Values:

Challenges:

Goals:

Pain Points:

SOURCES OF INFORMATION

Books: Events:

Magazines: Influencers:

Websites: Other:



GEOGRAPHIC

Locations: