

# Customer Profile B2C

Business Name:

Designed by:

Date:

Version:

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<p>1. Demographics</p>	<p>4. Expectations (Reflected in likes / dislikes in particular)</p>	<p>Where are they? Online and Offline Identify networks, physical locations, events, groups, organisations, social media sites, behaviours online etc.</p>	<p>Persona (Please note you will need to do multiple personas)</p>
<p>2. Psychographics / Passions / Triggers</p>	<p>5. Needs / Problems / Wants</p>		
<p>3. Behaviours</p>  <p>Likes:</p>    <p>Dislikes:</p>	<p>6. Gains / benefits from using your product / services</p>		