

BUYER PERSONA

NAME:

Leila

Age: 28

Gender: Female

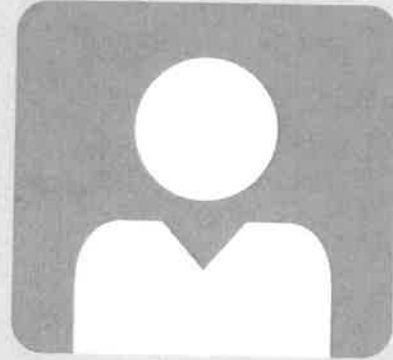
Income: \$0 000 per year

Location: Chicago

Family Situation: Married

Annual Income: \$0 000 per year

Education: BA & MA



PROFESSIONAL ROLE

Industry: Software Engineer

Job Title: Engineering

Company Size: 20 people

PERSONAL PHILOSOPHY QUOTE:

“

“The first 100 years
are the hardest”
- Persian Proverb

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VALUES AND GOALS

What does he/she strongly believe in? What are the characteristics of his/her personality? What are his/her professional goals? What are his/her personal goals?

- Advance professionally
- Self care and therapy
- Loves to cook
- Loves to travel
- family oriented

CHALLENGES

What are his/her pain points? What challenges is he/she facing? What is he/she afraid of?

- stress over husband's status
- stress over unknown
- geographic decisions → whether or not to move to another state before husband's green card arrives

SOURCES AND INFLUENCE

Blogs/Websites: nytimes, jezebel

Magazines: INC, Rolling Stone

Conferences: Create & Cultivate

Books:

Thought Leaders:

BUYING DECISIONS

What is his/her role in the purchase process? How does he/she regularly buy? What are his/her objections to making a purchase?

- Objections: too expensive
- someone who doesn't understand
- regional complications in immigration matters
- Role → doesn't regularly purchase these services, willing to invest in personal services