**Project: Create Your Own Customer/Buyer Persona(s)**

You will create one or more buyer personas for your chosen teen-based business. Your creation can be any type of graphic representation: one-pager, persona canvas, slide show, or your choice! You will use this in your business plan for the company that you are creating. Please use the following questions and resources to guide your work.

Your Customer/Buyer Persona must contain the following elements:

1. Information related to:
   1. [Demographics](https://blog.leadquizzes.com/8-types-of-demographic-questions/)
   2. Education
   3. Career and working life
   4. Daily life
   5. Consumer habits
   6. Pain points, goals, challenges
   7. Finances
   8. Personality and personal life
   9. Online behavior
   10. Product preferences
   11. Other criteria specific important for your type of business
2. A name & graphic representation of your customer (and other graphics if desired)
3. A clear and logical format
4. Proper grammar, spelling, and punctuation

\*You must assess yourself using the Grading Rubric when complete and submit it to me with your project for scoring.

Checkout some of the following persona generators, persona canvases, or find another free online persona services to use. *Note: some of these sites require you to sign up for an account. Make sure they are free! Consider setting up an email specifically for these situations so that companies do not have access to your personal email.*

* HubSpot’s Make My Persona Tool: <https://www.hubspot.com/make-my-persona?_ga=2.244743941.1898533411.1595694218-1340502787.1595694218>
* Hootsuite’s How to Create a Buyer Persona (includes free persona template)
* Customer Persona Generators article with links: <https://klcampbell.com/top-5-customer-persona-generators/>

# The Easy Guide to Creating a Buyer Persona with Free Editable Templates <https://creately.com/blog/diagrams/how-to-create-a-buyer-persona/>

* How to Use the Persona Canvas <https://designabetterbusiness.com/2017/09/21/step-into-the-shoes-of-your-customers-with-the-persona-canvas/>
* Three Powerful Ways to Use the Persona Canvas <https://designabetterbusiness.com/2017/09/21/step-into-the-shoes-of-your-customers-with-the-persona-canvas/>
* Downloadable Persona Canvas with Step-by-Step Guide

<https://www.designabetterbusiness.tools/tools/persona-canvas>