

Name

Age

Marital status

Family status

Location

Job

Personality type

Openness: Imaginative or conventional?

Conscientiousness: Organized or Spontaneous

Extraversion: Outgoing or solitary?

Agreeableness: Trusting or competitive?

Neuroticism: Prone to stress or emotionally stable?

Needs and goals

Which problems or needs do they have that our product could address?

Offline and online places

Where do they hang out?

Behaviours

What are they doing instead of using your product?