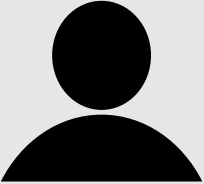Use your answers from the previous questionnaire to fill out the following template to create an overview of your Customer Persona that can be referenced during the development of your website.

	Name:	**Age:**
	Gender: **Location:**	
	Job (B2B):	

Problems/challenges to solve:	**Goals/motivations to purchase:**
Other similar products/solutions they've used:	**Biggest fears that lead them to searching for your product:**
Objections to purchasing:	**How we can help solve their problems and achieve their goals:**