

PERSONA, BENEFIT, CUSTOMER JOURNEY

CREATING A USER PERSONA

(Define who your ideal customer is so you can better understand what matters to them)

DEFINE	PERSONA DATA
Definitions	<ul style="list-style-type: none"> • Demographics - Age, Gender/Identity, Marital Status, Children, Job Title, Income, Education • Psychographics - Interests, Information Sources, Character, Values, Events, Social Activities, Problem to Solve/How Soon, Motivations, Frustrations, Pain Points • Geographics - Location, Rural/Urban, Specific Area, Zip Code
Demographics	
Psychographics	
Geographics	

BENEFIT

(Create a message that shows the viewer how your product/service uniquely solves their problem)

PROBLEM	EXPLAIN YOUR BENEFIT (MESSAGE)

OUTLINE YOUR HOMEPAGE

Follow the six-step process below to being outlining your homepage

STEPS	WEBSITE OUTLINE
<p>LEAD WITH THE BENEFIT <i>Be the solution to a problem, with credentials</i></p>	
<p>YOUR FEATURES AS BENEFITS <i>In more detail than above</i></p>	
<p>SHOW THE 1-2-3 EASE <i>How it works, what steps will get you going</i></p>	
<p>BACK UP WHAT YOU SAY WITH TESTIMONIALS</p>	
<p>OVERCOME OBJECTIONS <i>More reasons to act, further credentials, what you'll lose...</i></p>	
<p>THE CALL TO ACTION <i>Ask to buy</i></p>	