

# User Persona Template



**Persona Name:** \_\_\_\_\_

**Age Range:** \_\_\_\_\_

**Gender (if relevant):** \_\_\_\_\_

**Occupation/Industry:** \_\_\_\_\_

**Income Range:** \_\_\_\_\_

## Family Status:

- ☐ Single
- ☐ Married
- ☐ Kids
- ☐ Empty Nester
- ☐ Other: \_\_\_\_\_

## Living Situation:

- ☐ Apartment
- ☐ Condo
- ☐ House
- ☐ Assisted Living
- ☐ Other: \_\_\_\_\_

## Location Type:

- ☐ Urban
- ☐ Suburban
- ☐ Rural

## Pain Points (Check all that apply)

- ☐ Not enough time to clean
- ☐ House is always messy with kids or pets
- ☐ Allergies or health concerns
- ☐ Overwhelmed with chores
- ☐ Past bad experiences with cleaners
- ☐ Needs help maintaining a home while working full-time
- ☐ Other: \_\_\_\_\_

## What Do They Value Most in a Cleaning Service?

- ☐ Trust & safety
- ☐ Eco-friendly products
- ☐ Affordability
- ☐ Convenience & flexible scheduling
- ☐ Pet/kid-safe products
- ☐ Discretion & professionalism
- ☐ Thoroughness & detail
- ☐ Other: \_\_\_\_\_

## What Would Make Them Say Yes to Your Offer?

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## What Objections Might They Have?

- ☐ Too expensive
- ☐ Nervous about strangers in their home
- ☐ Don't believe anyone else can do it "right"
- ☐ Scheduling conflicts
- ☐ Concerned about harsh chemicals
- ☐ Other: \_\_\_\_\_

## Lifestyle Traits:

(e.g., health-conscious, time-starved, eco-focused)

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## Where Do They Spend Time Online?

- ☐ Instagram
- ☐ Facebook
- ☐ Nextdoor
- ☐ Pinterest
- ☐ TikTok
- ☐ Email newsletters
- ☐ Google/YouTube searches
- ☐ Other: \_\_\_\_\_

## Preferred Tone of Messaging

- ☐ Friendly & casual
- ☐ Warm & trustworthy
- ☐ Direct & efficient
- ☐ Professional & formal
- ☐ Playful & fun
- ☐ Other: \_\_\_\_\_