



TARGET CUSTOMER

PSYCHOGRAPHICS

WANTS & NEEDS

PERSONALITY

EXTROVERT INTROVERT

FACTUAL INTUITION

EMPATHETIC OBJECTIVE

IMPULSIVE FOCUSED

DOUBTFUL CONFIDENT

MOTIVATIONS

FRUSTRATIONS

DEMOGRAPHICS

AGE

GENERATION

GENDER

ORIENTATION

RACE

MARITAL STATUS

FAMILY STATUS

EDUCATION

PROFESSION

INCOME

RESIDENCE

LIFESTAGE

RELIGIOUS BELIEFS

BUYING INSIGHTS

	LOW			HIGH
TECH SAVVY	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
REFERRALS	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
REVIEWS	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
LOYALTY	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
SOCIAL MEDIA USAGE	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
FACE-TO-FACE	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
INTERNET RESEARCH	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
MOBILE APP USAGE	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

OTHER INSIGHTS NOTED

