

Customer Persona Template

Marketing Before Funding

[\[click here to learn how to create a customer persona\]](#)

1. Name and Title

Jason Miller – Home Theater Enthusiast

2. Basics

Age: 36

Gender: Male

Location: Denver, CO

Family Life: Married, two children, owns a home with a dedicated media room

Likes: High-fidelity sound, immersive home theater setups, gear reviews, customizing his AV system

Dislikes: Complicated setups, vague product specs, unreliable customer support

Adoption Curve: Early adopter – always looking for the next upgrade or improvement

3. Professional and personal background

Includes job title, job history, role, leisure activities, hobbies.

Job Title: IT Systems Analyst

Job History: 10+ years in enterprise IT and networking

Role: Mid-level position; comfortable making tech purchases and evaluating performance

Leisure Activities: Movie nights with family, fine-tuning his surround sound system, gaming

Hobbies: Home automation, participating in AV forums, attending consumer tech expos

4. Quote

Should encapsulate the persona's attitude towards your product or service.

"If I'm spending my hard-earned money, I want gear that performs and people who actually know what they're talking about."

5. Technical background

Jason is highly tech-savvy. He shops online regularly, reads AV blogs, and watches product reviews on YouTube.

He uses a mix of devices including a desktop PC for research, a smartphone for browsing, and a tablet for controlling his smart home and AV gear. He's active in online communities and keeps up with the latest in AV trends.

6. Favorite websites (1-3)

AVSForum.com

RTINGS.com

YouTube (Digital Trends, SpareChange, and other AV-focused channels)

7. Goals

- To build and continuously improve a high-performance home theater setup
- To find a vendor that curates high-quality gear and offers knowledgeable support
- To avoid the hassle of sorting through unreliable or overpriced gear
- To make smart, informed purchases that balance price with long-term value

8. I need/I want statements

- I need clear, honest information about AV products from people who actually use them
- I want a vendor that understands what matters to enthusiasts
- I need a site that makes it easy to compare and shop confidently
- I want my purchases to be supported by people who actually care about the gear