

Create Buyer Personas (B2B & B2C)

Objective:

Develop two detailed buyer personas.

Business Context:

You are helping a company understand its target customers better.

Tasks:

- Create 1 B2B persona and 1 B2C persona
- Include demographics, goals, pains, motivations, buying triggers

Deliverables:

- Persona Profiles Document

KPIs:

- Depth of insights
- Realism
- Relevance to business

Evaluation Criteria:

- Clarity
- Customer understanding