ONE TREE
VOUCHER SOFTWARE

Customer Persona

Typical gift voucher buyer for

_____

Age range:

_____

Preferred marketing channels:

_____

Favourite TV show:

_____

Hobbies & interests:

_____

Favourite supermarket:

_____

Favourite clothes shop:

_____

What car do they drive?

_____

Where do they live?

_____

What type of job do they do?

_____

Motivation for buying gift vouchers as presents:

_____
_____
_____
_____
_____

Name to represent your target group:

_____
_____