



## Sample Buyer Persona for a painting evening class

### Christine and David

- Late 50's
- Second relationship
- Disposable income is good enough to enjoy travel, hobbies and special events
- Empty nesters
- David has taken early retirement from a job in the forces
- Christine was a teacher who also took early retirement
- Both are now enjoying a special time in their lives when they get to reconnect and spend more time together

### Buyer journey

- Both have a thirst for knowledge, they love to learn and early retirement has given them the opportunity to share the experience of learning together
- They enjoy separate hobbies – David is active in the U3A and Christine has her fitness classes – but painting is a new hobby they can enjoy together
- David was the more reluctant to learn, Christine researched painting lessons and found the workshops online. Christine made the call and booked their first lesson
- Not having to commit to classes in advance put David's mind at rest
- Once there, David thoroughly enjoyed the first workshop and, after attending for a couple of weeks, he is now the more motivated to continue lessons and paints at home
- After six months attending the classes, they both decided to try an extra day's painting masterclass as they feel more confident in their abilities, they even exhibited their paintings
- They are considering booking a residential in France next year offered by their teacher

### Likes and dislikes

- They tell their friends they shop at Waitrose but also shop at Sainsburys and Lidl (for the wine aisle)
- Have been known to read The Times and Daily Mail but tend to watch the news at 10 and follow the BBC online
- Listen to Radio 4, they especially like The Archers
- Christine usually buys hers (and David's) clothes from M&S and John Lewis
- They enjoy visiting local art galleries and spending time in North Norfolk
- Both enjoy reading, they regularly discuss their latest reads and will share good books
- They occasionally enjoy going to the theatre but prefer quiet nights in
- They travel to London every few months to visit the art galleries

### Social media

- Christine follows her friends and family on Facebook
- She also follows a few of her favourite brands and the gym on Facebook
- Christine regularly uses WhatsApp to keep in touch with friends and family
- She keeps an eye on her children's activities via Instagram but she's not an active user herself
- David keeps up with the latest political news on Twitter
- He also has a group chat on WhatsApp with his old regiment
- Both are confident users of social media and the internet, they happily post photos of their latest activities and events

They worry about their health and their children and grandchildren's futures but right now, they are enjoying their time together.