

## Sample Narrative Customer Persona - Anita

*Anita is 54 years old, as has worked her way up the ladder to become the Chief Revenue Officer for a private healthcare provider headquartered in Chicago. She is divorced (has been for many years), and is the sole active parent to two sons in university.*

*Anita lives in an upscale Chicago apartment, which she could buy but chooses to rent, preferring to buy stocks. She does not own a car and confidently takes CTA wherever she needs to go. She is driven and work-focused, and when she's not working, she's listening to podcasts or reading the news. The Wall Street Journal, NY Times, and Washington Post are favorites on her phone, as are a variety of niche news sites tailored to her interests. She's politically active, giving money, knowledge, or time to non-profits that align with her views.*



*Anita takes great pride in always looking her best, from her perfect manicure (standing appointments!) to the red soles on her heels. Her suits are tailored to fit, and even her athletic wear is designer. As far as she's concerned, she's worked and sacrificed and earned the nice things in life.*

*Her parents both died of heart disease, making her a bit of a gym fanatic. She goes every morning before work, she watches her weight, and has annual health checks like clockwork.*

*Anita is time-poor. She can't be bothered with TV and doesn't really have any hobbies. She prefers a small group of trusted long-time friends to a large group of acquaintances; her circle of girlfriends have been with her since before she was a success. She adores her sons, who are her pride and joys. They are the only reason she's bothered to embrace social media, and she really only ever looks, doesn't comment.*

*Anita hasn't really had time to travel, unless it was for work, which isn't the same. She dreams of seeing the world and promises herself that, one day, she'll get there. In the meantime, work HAS given her the chance to discover wine (all those corporate dinners and team building events), and she loves it. Wine is how Anita experiences the world. She is slowly working her way through fine wines from all over the world; she even bought herself a Coravin so that she could keep a bottle fresh while she was the only one drinking it.*

*Just like all her shopping, wine shopping happens online. When she discovers a new and wonderful wine brand (mostly via fine dining work dinners or podcasts), she googles the brand, heads to their website and signs up to their newsletter. She will look for a local stockist from whom she can order online or by phone.*

*Anita has several standing subscriptions: fresh flowers, staple groceries, and lots and lots of news/reporting.*