

MULTIFAMILY

# Resident Persona Interview Questions

Worksheet



# Let's Build A Resident Persona

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**Buyer personas allow you to humanize your audience and work more efficiently to give them the experience that they value as a resident. Use this question list as a guide of what to ask your residents to develop your buyer persona(s).**

## QUESTIONS:

1. Describe your lifestyle and personal demographics (i.e., age, marital status, where you live, how many children you have, personal hobbies).
2. Describe your educational background. What level of education did you complete? Which schools did you attend?
3. If you had to describe yourself in three adjectives, what would they be?
4. Tell me about your current job position. What are your core duties? What occupies the most of your time? How did you end up where you are today?
5. Describe your current company. What industry does the company operate in? What is the size of the company (i.e., revenue, employees)? What's the company's distinguishing factor?
6. Outline a typical day look in your role. What are your daily responsibilities? How do you measure success?
7. What is the departmental structure of your company? Who do you report to? Who is the decision maker? Who does the decision maker look to for influence?
8. How do you prefer to communicate with your team?
9. What's are your biggest challenges or pain points?
10. Which social media platforms do you use? Which platforms are you on the most?
11. What type of content do you prefer to consume?
12. Where do you go for news or information? Which publications or blogs do you read?
13. Where do you go to learn about a product or service?
14. Who do you ask for / seek out recommendations from?
15. What industry conferences do you attend? How often do you attend industry conferences in a year?

