

BUYER PERSONA

Product name: xx	Segment: xx
Completed by: xx	Date: xx

General information	
Buyer persona	Choose 1: Economic, Technology, Operations, Compliance The operations buyer is the most varied across products. It is usually the person that the majority of user personas report into.
Job title	Is there a consistent job title that this person has? In a large organisation, the role may be delegated "head of" level. In a smaller organisation, it may be the CEO, CTO etc.
Description	Are there any common characteristics or demographics that you can include in here?

Work information	
Work objectives	<ul style="list-style-type: none"> • What big stuff will they be judged on in their appraisal or by the board? • These are the two or three key objectives they have in their performance management targets (relating to our product). • We looking for the tough ones that they are struggling to meet.
Pain points	<ul style="list-style-type: none"> • What stops them meeting their objectives? • What do they wake up at 3am worrying about? • This is what we're really looking for. • If they're meeting all their objectives, then they probably don't need our product! • Can we help them overcome these pain points and meet their objectives?
Affinities	Do they have any common beliefs, loyalties or alignment?
Information sources	<ul style="list-style-type: none"> • What do they read? Specialist publications? • Who do they listen to? • We need to know where to find them with our marketing messages.