



NAME

JOB TITLE

CHARACTERISTICS

Type of person they might be

TYPICAL DAY

What do they do day-to-day?

MOTIVATORS

What do they care about? What matters most?

ROLE IN DECISION-MAKING

Decision-maker, influencer?

COMMUNICATION CHANNELS

The best way to reach them

BEHAVIOURS

What do they think, feel and do?

DRIVERS

What drives them to change?

PAIN POINTS

What frustrates them and gets in their way?

PURCHASE CRITERIA

What influences their purchasing choices?