## Buyer Persona Canvas<sup>TM</sup>

### Created For:

Date

Iteration #1

#### Buyer Persona

focus and responsibilities?

What are the archetypal

roles in organizations?



Who are our buyers? What is the archetype of business goals? our buyers? What is their archetypal personal goals? background? What is their archetypal affect their buying experience? behavior? What is their archetypal balance of professional and Initiatives personal lives? What are their areas of

#### Goals



What are our buyer's What are our buyer's What organizational goals



What are the archetypal initiatives of our buyers? What are the archetypal strategies of our buyers and industry? Which programs & projects are important?

#### **Buying Process**



What buying process do our buyers follow? What is their archetypal buyer's journey? How does procurement govern the buying process?

#### **Timing**



What are the seasonal patterns of our buyers? How does formal budget planning affect timing? What is normal end-toend buying cycle?

### **Buyer Thinking**

Channels

buyers use?

they frequent?

sociallu?



Which attitudes hurt/help us on the part of buyers? What perceptions & beliefs do our buyers have? How does buyer thinking affect buying behavior?

Which channels do our

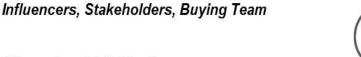
Where are our buyers

What external sources do

# Why Buy



How do our buyers make choices? What risks affect buying choices? How do our buyers balance consequences and payoffs? How does buyer thinking affect "why" choices? What are the unlocked drivers for decisions? What are the unarticulated "why" reasons for decisions?



Who are key stakeholders? Who are internal influencers? External influencers? Who participates on buying team? What role does buyer persona have on buying team? Who participates in the approval process?



#### Content and Information



What information and data references do buyers rely on? How do buyers utilize and share content? What types of content affects purchase decisions? What are content buyers seek and when? How buyers obtain and receive information?