



**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?

**BEHAVIOURS**

What do they think, feel and do?

**PAIN POINTS**

What frustrates them and gets in their way?

**ROLE IN DECISION-MAKING**

Decision-maker, influencer?

**DRIVERS**

What drives them to change?

**PURCHASE CRITERIA**

What influences their purchasing choices?

**COMMUNICATION CHANNELS**

The best way to reach them