



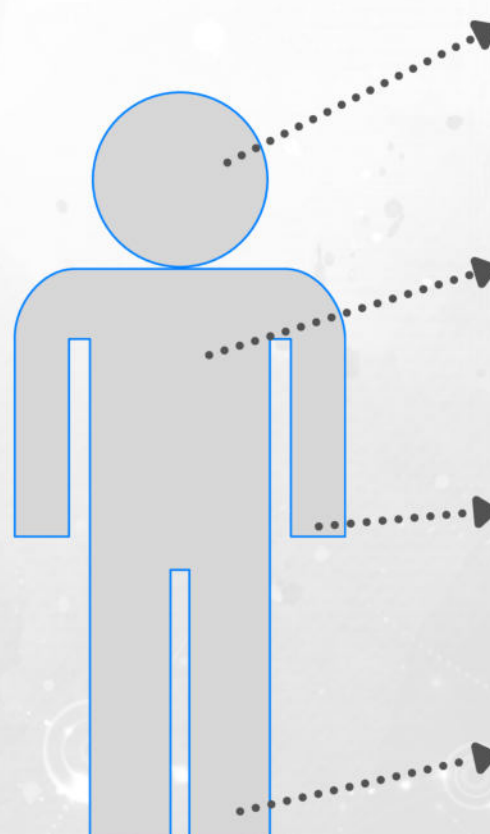
PERSONA TYPES

- User
- Buyer
- Initiator
- Influencer
- Decider

PERSONA TYPE

TYPICAL FACTS ON DEMOGRAPHICS

Age - _____
Gender - _____
Education - _____
Position - _____
Reports to - _____
Industry - _____
Location - _____



THINKING...

Ideas _____
Assumptions _____
Opinions _____

FEELING...

Concerns _____
Interests _____
Preferences _____

DOING...

Responsibilities _____
Projects _____
Activities _____

GOING...

Direction _____
Changes _____
Opportunities _____

GO EVEN DEEPER...

Their challenges

Their needs

Their circumstances

Their environment

Their resources

