

BUYER PERSONA

Starter Questions

PERSONAL INFO:

- Age
- Gender
- Children
- Marital Status
- Location
- Income
- Education



PROFESSIONAL INFO:

- Job Title / Role
- Career Path
- Company / Industry
- Company Size
- Special Skills
- What is a typical day like?
- What tools do they use?
- Who is their boss?
- Do they manage others?
- How is their success measured?



GOALS & CHALLENGES:

- What are their personal/career goals?
- How do they prioritize these goals?
- What challenges impact achieving these goals?
- How could you help?
- What questions do they ask when seeking solutions to these challenges?

WHERE ARE THEY?

- How do they get information?
- How do they communicate?
- What media do they consume?
- Do they belong to any associations?
- What social media do they use?
- Do they attend events or conferences?
- Where do they spend their days?
- Do they have relevant hobbies?

VALUES AND FEARS:

- What do they value in their personal or professional life?
- What is important to them when considering a product like yours?
- What objections might they have?
- What drives their decision making process?

NEGATIVE INFO:

- Are there customers you don't want?
 - Too difficult?
 - Too expensive to support?
 - Not enough budget?
 - Wrong industry?



Persona Question Guide

Jin-Ying Zhang



Persona Question Guide:

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