

BUYER PERSONA MAP

Created for:

Date:

Demographic Attributes



What are the quantifiable statistics about your audience? Such as age, income, company size/industry etc.

Who are your buyers?

Women 20 to 39 years old

Software Companies with 10 and 100 employees

Psychographic Attributes



What are your audience attitudes, opinions, values?

What are their interests and motivations?

Why do people buy your product?

Women who enjoys going online during lunch, big fan of Instagram

Wants a healthy lifestyle, but doesn't have much time

Behavioural Attributes



What actions do your customers take?

How frequently do they take these actions?

What influences their decision making process?

Dads who shares averagely 3 or more pictures per week on Facebook

Investors who orders 3 or more business magazines monthly

Needs-Based Attributes



What are the distinct needs your customers have?

What are their goals?

What are the frustrations/gains customers have with your product/service?

Affordable, easy-to-use camera to monitor my store.

A quality product that offers value for money.