

Instructions for filling out the Buyer Persona Canvas

Here's a short legend for you to understand the buyer persona canvas a little better. To fill in the template, you can start with the Persona's name, identifiers and demographics, then continue to the right in this given order.

Persona

Picture: Add a picture of a person, for human touch

Name: Humanise your persona with a name like Danny Dreamer or Lisa Life-coach

Background: Write down a story of the persona's background to describe the motivations of this persona

Identifiers: How this persona can be identified from other personas

Demographics: Age, gender, location – if it matters to your business

Motivations: Why it is so important for your persona to solve a challenge or need

Title/role: You can add more than one possible role for your persona

Organisation: If there is a relevant organisation or community your persona belongs to, write it down

Budget: Do you already know what is the budget your persona have?

Quotes: If you know some quotes your persona usually uses.

Value Proposition

Pains: What obstacles do your customers face?

- What makes your customers feel bad?
- In what ways are current solutions underperforming?
- What are the main difficulties and challenges?
- What negative social consequences exist?
- What risks are your customers afraid of?
- What keeps them awake at night?
- What barriers keep your customers from making changes?"

Gains: Gains are the second cornerstone principle in persona research and development. A buyer persona attempts to understand goal-directed buying behavior. Gains are very powerful. They are a motivating force that shape behaviour.

- What excites your customers?
- Which savings would make your customers happy?
- What outcomes do your customers expect?
- How do current solutions delight your customers?
- What would make your customer's job-to-be-done easier?
- What are the positive social consequences?
- What are your customers looking for?
- What do they dream about?
- How do your customers measure success/failure?
- What metrics support adoption of a new solution?"

Customer jobs: What functional jobs are your customers trying to get done? (tasks, specific problems)

- What social jobs is your customer trying to get done? (performance, promotion, status)
- What emotional jobs is your customer trying to get done? (security, altruistic)
- What basic needs is your customer trying to satisfy? (food, safety, communication)"

Our position: Positioning statements, on the other hand, reflect a subset of the value proposition.

Elevator pitch: An elevator pitch, elevator speech or elevator statement is a short sales pitch: a summary used to quickly and simply define a process, product, service, organisation, or event and its value proposition.

Tactics

Influencers & Stakeholders: Who are our internal influencers? External influencers? Who are key the stakeholders?

Purchase Process & Timing: When is the best time or what is the best trigger to induce a purchase process? What are the seasonal patterns of your persona? How does formal budget planning affect timing?

Certain types of buyers, as well as industries, follows specific patterns regarding timing. Gaining insight about this aspect of buying can lead to powerful content as well as sales interaction at the right time.

Information needs: How does your persona gain new information of a challenge or need?

The information and content needs of buyers are shifting much like sand in the wind. What we seek here is not only the mapping of content to a buying process but also insights to the meaning, usage, and sharing of content. Most importantly, we seek to know which information directly affects positive buying behavior.

Touchpoints & Channels: In which touchpoints and channels does your persona operate? It is easy to say buyers want to use multiple channels. How does this affect purchase behavior in our new digital age?

Related blogs

Check out these valuable blogs related to this Buyer Persona Canvas:

[Why and How to Create a Customer Journey Map - Download Free Template](#)

Customer Journey Mapping has been around for some time now, but many companies are not taking full advantage of the business opportunities a well-thought-out Customer Journey Map can bring.

[Digital Commerce Canvas \[free download\]](#)

In this blog post we introduce the Digital Commerce Canvas and show how you can use it for a holistic review of your digital commerce.

[B2B Customer Journey Mapping - Start with these 5 steps](#)

Customer journey mapping is typically associated with B2C players although it is as critical in B2B settings. B2B customers' expectations are rising as business buyers' expectations are shaped by their shopping experiences as consumers. As a result, the buyers are expecting the same kind of experiences as in B2B interactions.

Visit our blog for more Customer Experience insight. You can sort the posts by relevance.
<https://www.columbiaroad.com/blog>

Related cases

Take a look at some of our cases related to this Buyer Persona Canvas:

[Creating Impact with Customer Journey Mapping](#)

YIT asked Columbia Road to help improve the YIT Plus service's customer experience throughout the whole customer journey. YIT Plus is a digital interface for YIT homes, where residents have all their home-related documents in one place and they can keep contact with their living community. YIT was looking for a better understanding of their customers, and especially for more clarified internal processes for managing the service.

[Digital Customer Experience and Sales Channel Strategy for Bioenergy](#)

Vapo wants to be the forerunner when it comes to digitalisation. They have set the bar high by aiming for the best customer experience, and are looking to improve the efficiency of processes by improving visibility both internally and towards customers. The key monetary objective was to grow sales in digital sales channels from 0€ to 100M€ by 2018. In addition, Vapo wanted to enable rapid business experiments in digital channels and improve customer experience and NPS.

[Improving Digital Customer Experience](#)

Helsingin Sanomat hired Columbia Road to examine their digital services' customer experience and to figure out ways to improve customer engagement.

Visit our cases for more Customer Experience insight.

<https://www.columbiaroad.com/cases>

BUYER PERSONA



NAME:
Danny Dreamer

BACKGROUND:
Danny has a vision for a totally new concept of creating websites

IDENTIFIERS:
Danny wants to move forward fast and is looking for quick wins

DEMOGRAPHICS:
Danny is a 25-year old man from Helsinki

MOTIVATIONS:
Danny wants to show his talent by creating a succesful business using his vision

TITLE/ROLE:
Danny is the CEO of his company

ORGANISATION:
Danny is very active in educational communities

BUDGET:

QUOTES:

VALUE PROPOSITION

PAINS

- Danny does not have a mentor to help him out with entrepreneurship. He does not know how to really grow his business
- It is very hard for Danny to sell his service to a new audience
- Danny does not know how to manage financial duties

GAINS

- Danny wants to grow his business
- Danny wants freedom to fulfil himself
- Danny wants to do international business
- Danny wants to show his family what he's made of

CUSTOMER JOBS

- Sales
- Networking

- Financial management
- Business planning
- Delivering value to customers

OUR POSITION

- We have trusted services and mentors to support Danny's success
- Our content is most relevant for Danny's support needs
- It is very easy for Danny to contact us. We are available to him in every channel, every day

ELEVATOR PITCH

Danny, we are here to help you to achieve your business dreams. When you need a mentor, we are here for you. When you have challenges and problems in your business, let us help you. We'll make you shine!

INFLUENCERS & STAKEHOLDERS

When there is a real problem, Danny turns to his dad and asks for advice. He has some successful business friends who he follows and with whom he tries to start one-to-one communications with.

PURCHASE PROCESS & TIMING

Danny buys mentoring or support services when

- a) he is in the process of building his company
- b) he has challenges he cannot manage himself

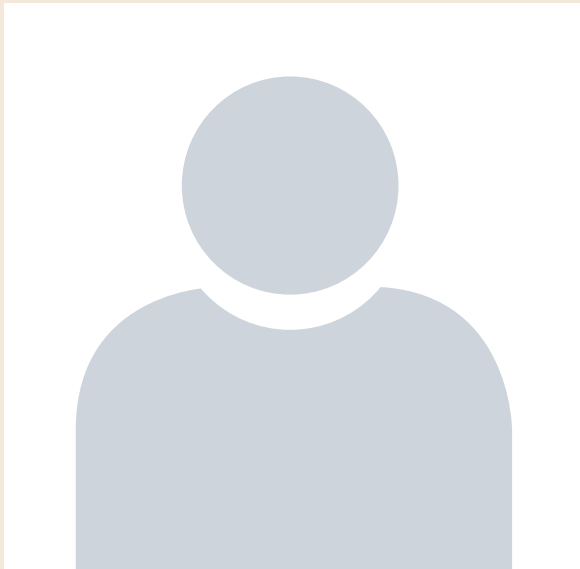
INFORMATION NEEDS

Danny wants to hear that this support and mentor channel really gives value to him from a trusted reference from his network.

TOUCHPOINTS & CHANNELS

Danny uses Google to search for answers to his questions and challenges. He is a member in social media groups about startups. He visits startup event Slush every year.

BUYER PERSONA



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