

Description		Area of responsibility	Job	Challenges
Target customer				
Role		Daily tasks	Likes in his job	Frustrations
Since				
Age				
Reports to		Responsibility	Doesn't like in his job	Worries
Works with				
Role in the Buying Proc.				
Step in Buying Proc.				
Web-Behaviour		Needs	Goals	Why buy?
		Pains: pain points, anxiety, problems	What is he trying to achieve and why	What is important to him / what does he want / reasons for buying
Where is he		Gains: desire, hopes, dreams	Reality: How does he achieve his goals, obstacles	What he doesn't want / what risks does he avoid / what deters from buying
		Interests		
What is he looking for / researching		What information does he prefer to consume / what content does he prefer:	In what form, which sources	