



## PERSONA NAME

1

Sample Sally

SECTION 1 WHO?



### BACKGROUND

Job? Career path? Family?

2

- Head of Human Resources
- Worked at the same company for 10 years; worked her way up from HR Associate
- Married with 2 children (10 and 8)



### DEMOGRAPHICS

Male or female? Age? Income?

3

- Skews female
- Age 30-45
- Dual HH Income: \$140,000
- Suburban



### IDENTIFIERS

Demeanour? Communication preferences?

4

- Calm demeanor
- Probably has an assistant screening calls
- Asks to receive collateral mailed/printed



### GOALS

Primary goal? Secondary goal?

5

- Keep employees happy and turnover low
- Support legal and finance teams



### CHALLENGES

Primary goal? Secondary goal?

6

- Getting everything done with a small staff
- Rolling out changes to the entire company



### WHAT CAN WE DO

...to help our persona achieve their goals?  
... to help our persona overcome their challenges?

7

- Make it easy to manage all employee data in one place
- Integrate with legal and finance teams' systems



**REAL QUOTES**

about goals, challenges, etc.

8

- “It’s been difficult getting company-wide adoption of new technologies in the past.”
- “I don’t have time to train new employees on a million different databases and platforms.”
- “I’ve had to deal with so many painful integrations with other departments’ databases and software.”

**COMMON OBJECTIONS**

Why wouldn't they buy your product/service?

9

- “I’m worried I’ll lose data transitioning to a new system”.
- “I don’t want to have to train the entire company on how to use a new system”.

**MARKETING MESSAGING**

How should you describe your solution to your persona?

10

- Integrated HR Database Management.

**ELEVATOR PITCH**

Why wouldn't they buy your product/service?

11

- We give you an intuitive database that integrates with your existing software and platforms, and lifetime training to help new employees get up to speed quickly.