

BUYER PERSONA CANVAS(B2B)

Persona Name

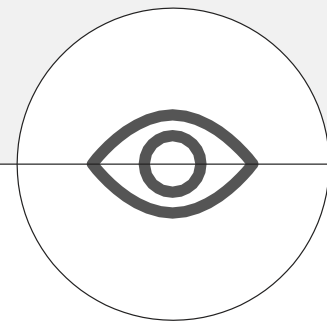
Roles

Title

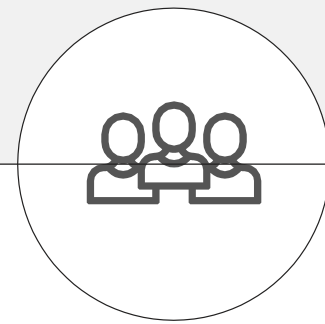
Reports to

Segment

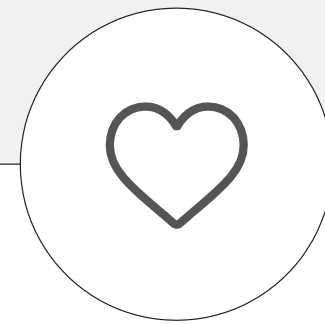
Industry



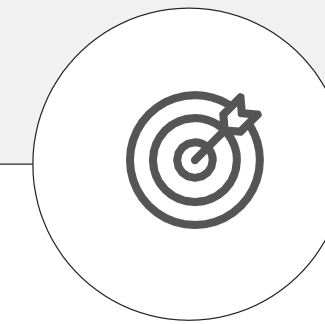
PERSONAL INSIGHTS



RESPONSIBILITIES



MOTIVATIONS



TOP 3 GOALS



PROBLEM SPACE

TOP 3 PROBLEMS
