PERSONA CANVAS

ansarada research team

Persona type

Customer segment

Author

Date

PERSON

Age, Country, What are they like? Live, enjoy, play...
Their journey, background and experience, years in role
Family setup
Daily routine
Pet peeves and frustrations
Hobbies
What gets them up in the morning?
What keeps them awake at night?
Reads, Admires

ROLE

Industry, size, geography, revenue, location, years in business.
Type of CFO? (their opinion)
Driving, Thriving, Striving, Surviving?
Deals? #? Love or hate?
Current systems used. Happy?
Worst part of job?   Best?

PAIN-POINTS

ASK:
What we're lacking most is…Because….
I have a strong desire to…
We are very good at…
We are not very good at…
Instead of focusing on what we're good at, we waste time….
I fear that….
I'm being held back by…
I need…(magic wand)

MOTIVATIONS

Whatdrives or inspires them?
What's most important?
In five years?
The best thing about being X?
Worst?
What do they want to change?

GOALS

Business, personal, organisational
How do organisational goals affect their IT buying/using behaviour?

PERCEIVED BARRIERS

Why might they not engage with ansarada?
Attitude to risk? Change? IT?
Innovation
ansarada

INFLUENCES

Socialises where? how?
What external information sources and connections influence partner or IT choices?
How are connections made?

CURRENT INITIATIVES

Growth strategy
Projects that are most important Why?
Drive strategy | Enables strategy | sets strategy | keeps strategy in-check

BUYING PROCESS & ROLE

Buying process for financial software?
Who or what influences selection of new systems or processes?
What systems used today?

DECISION CRITIERA

How do they make decisions?
Value or price?
Key Criteria?
What are the unarticulated needs that drive decisions?

CONTENT, INFORMATION & GADGETS

Daily reads for information
Organises incoming information (ie.digg, feedly, fark..)
Subscriptions
Reading right now...
Communication and networking style and mediums
Toys, tools, phones...

NEEDS FROM ANSARADA

DEAL TYPE & STORIES

Deals? How often? #?
What precipitated the last one?
Story of most recent or memorable deal
Deal team structure? Who? Size?
Relationship with advisers and other parties
Worst deal ever?
What went well? What they would change?
Most challenging part of deal? Hate/Love about deals?
Deal time? How did it close?
The future of Deal-making?

DUE DILIGENCE STORIES

Industry specific processes
Tools and tech
What do they know niwow, that they wish they had known then?
All about the DR:Why this DR? Who chose? Who paid? Cost?
What can or did go wrong during DD?
What worked, what didn't?
Worst part of DD
Beliefs about DR
Are significant differences in DRs?
The future of due diligence:Can a robot do due diligence?

HOW TO RECOGNISE

Dress style
Mannerisms
Values
Buzz words
Motto..
Characteristics
Says…