

BUYER

PERSONA

guida all'uso





DEF·I·NI·TION

PERSONA

A persona is a fictional, yet realistic, description of a typical or target user of the product.

Nielsen Norman Group

Cosa sono le Buyer Personas?

Le **Buyer Personas** (dette anche User Personas) sono degli **archetipi di prospects** che vengono calati nella realtà attraverso la creazione di vere e proprie schede personali che ne descrivono l'identità.

Cosa sono le Buyer Personas?

Si tratta quindi di un **personaggio di finzione** creato per **rappresentare** in modo sintetico e immediato un **gruppo di persone reali**.

In particolare, ogni Buyer Persona **rappresenta in forma narrativa un segmento target** e l'insieme delle caratteristiche di questo specifico segmento.

Differenza tra Buyer e User Personas?

La *Buyer Persona* si riferisce a un **acquirente** di un prodotto o di un servizio.

La *User Persona* si riferisce all'**utilizzatore** di un prodotto o di un servizio.

Per comodità noi useremo la dicitura più comune: *Buyer Persona*.

La scheda della Buyer Persona

La scheda della Buyer Persona permette di creare un personaggio di finzione che possa **rappresentare** in modo sintetico e immediato un **gruppo** di persone reali.

Francesca Airoidi - Mamma



"I want the best for my children"

Age: 30-40
Work: Professional
Family: Married, 2 children
Location:
Character: Active career woman

PERSONALITY

Introvert	Extrovert
Sensing	Intuition
Thinking	Feeling
Judging	Perceiving

PRACTICAL

AMBITIOUS

SOCIABLE

OPEN MINDED

PROTECTIVE

GOALS

- Find the best school
- Ensure a better and more stable future for the family
- Peer approval
- ...

FRUSTRATIONS

- Too demanding and complicated to manage everything
- School creates problems for me
- Too many unclear offers, I can't evaluate correctly
- I can't go into the school to see with my own eyes

BIO

I am looking for a school that will suit my son. We had a positive experience with a preschool where they taught English but it wasn't exactly what we were looking for and together with my husband we decided to try a different way.

Both my husband and I are very busy and we have little time to devote to the choice of a school and the management of day-to-day life. For us, therefore, it is very important to find the best school so we are doing our utmost to choose the best one.

MOTIVATION

Incentive

Fear

Growth

Power

Social

PREFERRED CHANNELS

Traditional Media

Online & Social Media

Referral

Guerrilla Efforts & PR

Mother and peer communities (online)

EDUCATION MARKETING ITALIA

BRANDS & INFLUENCERS



*Perché
si utilizzano*

Le Buyer Personas ti aiutano a...

- 1 **Integrare i dati reali** al lavoro
di empatizzazione

Le Buyer Personas ti aiutano a...

-
- 2 Dare una **forma** e un **contenuto**
ai segmenti target

Le Buyer Personas ti aiutano a...

3

Progettare la miglior **strategia**
personalizzata ogni Personas

Le Buyer Personas ti aiutano a...

4

Allineare il team verso una
comprensione condivisa del target

Le Buyer Personas ti aiutano a...

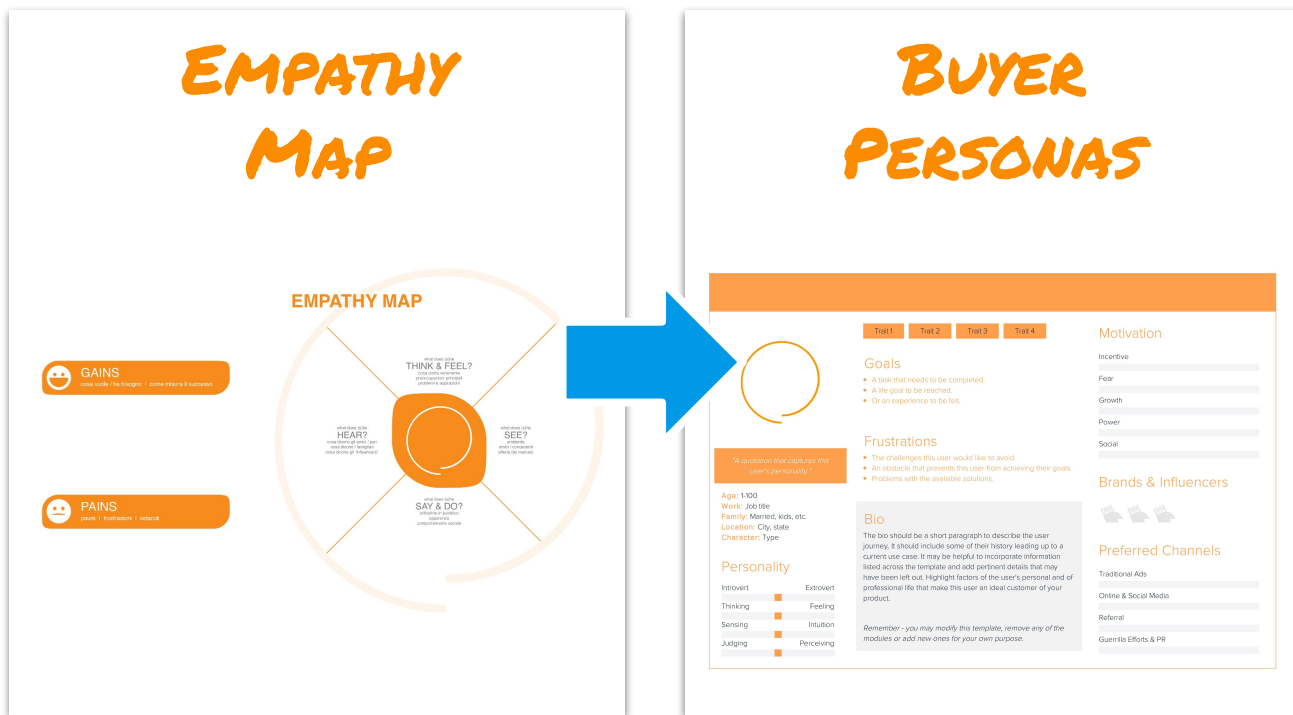
5

Presentare i dati in modo fruibile,

compatto e denso

*Come si
compilano*

Prima di costruire una Persona devi aver compilato la Empathy Map
(da ogni Empathy Map nasce una Buyer Persona).



Partendo dalle informazioni della Empathy Map puoi cominciare a **descrivere i bisogni, le frustrazioni, gli obiettivi e la personalità** del tuo archetipo e a definirne la **personalità**.

The form is titled "Buyer Persona / Guida all'uso" and is divided into several sections:

- Trait 1, Trait 2, Trait 3, Trait 4:** Four orange boxes at the top for user traits.
- Goals:** A section with a blue circle around it, containing a list of goals: "A task that needs to be completed.", "A life goal to be reached.", and "Or an experience to be felt."
- Frustrations:** A section containing a list of frustrations: "The challenges this user would like to avoid.", "An obstacle that prevents this user from achieving their goals.", and "Problems with the available solutions."
- Bio:** A section for a short paragraph describing the user's journey.
- Personality:** A section with a blue circle around it, containing a table for personality traits.
- Motivation:** A section with a list of motivation factors: Incentive, Fear, Growth, Power, and Social.
- Brands & Influencers:** A section with three "FAKE" icons.
- Preferred Channels:** A section with a list of channels: Traditional Ads, Online & Social Media, Referral, and Guerrilla Efforts & PR.

A blue circle highlights the "Goals" and "Frustrations" sections, and another blue circle highlights the "Personality" section.

"A quotation that captures this user's personality."

Age: 1-100
Work: Job title
Family: Married, kids, etc.
Location: City, state
Character: Type

Personality	
Introvert	Extrovert
Thinking	Feeling
Sensing	Intuition
Judging	Perceiving

Remember - you may modify this template, remove any of the modules or add new ones for your own purpose.

Integriamo la narrazione empatica con gli **aspetti demografici** dei nostri clienti, come ad esempio: sesso, fascia di età, città / zona geografica, impiego, reddito, stato di famiglia.

"A quotation that captures this user's personality."

Age: 1-100
Work: Job title
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Character: Type

Personality

Introvert

Thinking

Sensing

Judging

Extrovert

Feeling

Intuition

Perceiving

Trait 1

Trait 2

Trait 3

Trait 4

Goals

- A task that needs to be completed.
- A life goal to be reached.
- Or an experience to be felt.

Frustrations

- The challenges this user would like to avoid.
- An obstacle that prevents this user from achieving their goals.
- Problems with the available solutions.

Bio

The bio should be a short paragraph to describe the user journey. It should include some of their history leading up to a current use case. It may be helpful to incorporate information listed across the template and add pertinent details that may have been left out. Highlight factors of the user's personal and of professional life that make this user an ideal customer of your product.

Remember - you may modify this template, remove any of the modules or add new ones for your own purpose.

Motivation

Incentive

Fear

Growth

Power

Social

Brands & Influencers

FAKE

FAKE

FAKE

Preferred Channels

Traditional Ads

Online & Social Media

Referral

Guerrilla Efforts & PR

Se abbiamo un **CRM** aggiungiamo anche le **informazioni di comportamento** che possiamo dedurre per quel tipo di target (come la tipologia di contatto preferita, i canali utilizzati, le informazioni richieste, ecc).

The form is a template for creating a buyer persona. It includes sections for traits, goals, frustrations, bio, motivation, brands & influencers, preferred channels, and personality. A blue circle highlights the 'Preferred Channels' section.

Trait 1 **Trait 2** **Trait 3** **Trait 4**

Goals

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- A life goal to be reached.
- Or an experience to be felt.

Frustrations

- The challenges this user would like to avoid.
- An obstacle that prevents this user from achieving their goals.
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Bio

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Motivation

Incentive

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Personality

Age: 1-100
Work: Job title
Family: Married, kids, etc.
Location: City, state
Character: Type

Introvert Extrovert

Thinking Feeling

Sensing Intuition

Judging Perceiving

"A quotation that captures this user's personality."

Infine arricchiamo il tutto dando un **nome** e una **faccia** al nostro personaggio, per renderlo più verosimile e aggiungiamo una **breve biografia**, uno storytelling legato alle sue caratteristiche specifiche e al suo rapporto con quello che gli offriamo.

The form is titled "Buyer Persona / Guida all'uso" and is divided into several sections:

- Header:** Four tabs labeled "Trait 1", "Trait 2", "Trait 3", and "Trait 4".
- Goals:** A section with a list of goals: "A task that needs to be completed.", "A life goal to be reached.", and "An experience to be felt."
- Frustrations:** A section with a list of frustrations: "The challenges this user would like to avoid.", "An obstacle that prevents this user from achieving their goals.", and "Problems with the available solutions."
- Motivation:** A section with five horizontal bars labeled "Incentive", "Fear", "Growth", "Power", and "Social".
- Brands & Influencers:** A section with three horizontal bars labeled "FAKE", "FAKE", and "FAKE".
- Preferred Channels:** A section with four horizontal bars labeled "Traditional Ads", "Online & Social Media", "Referral", and "Guerrilla Efforts & PR".
- Personality:** A section with a list of personality traits: "Introvert", "Extrovert", "Thinking", "Feeling", "Sensing", "Intuition", "Judging", and "Perceiving". Each trait has a corresponding horizontal bar.
- Bio:** A section with a text area for the user's biography. It includes a note: "Remember - you may modify this template, remove any of the modules or add new ones for your own purpose."
- Picture:** A section with a large square field for the user's picture, labeled "picture" in orange text.
- Quotation:** A section with a text area for a quotation that captures the user's personality.

Consigli per una compilazione ottimale

Le Buyer Personas **possono essere create da 2 o 3 persone** e poi condivise con il team. Ovviamente, se preferisci lavorare in co-progettazione puoi anche assoldare un team, come avviene per la compilazione delle Empathy Map, senza nessuna controindicazione.

Esistono molti canva e tool online per creare delle Buyer Personas, **non esiste uno standard predefinito**, l'importante è che tu riesca a raccogliere tutte le **informazioni** che ci servono in una **scheda sintetica** e facilmente consultabile.

Free tool

Ti consigliamo alcuni strumenti e software gratuiti che possono esserti di aiuto nella creazione guidata delle Buyer Personas:

- xtensio.com/user-persona/
- www.hubspot.com/make-my-persona
- userforge.com/

Vuoi sperimentare come si usano le
Buyer Personas e approfondire
il pensiero strategico per le scuole?

Contattaci e scopri di più sui nostri
corsi di comunicazione strategica
per le scuole!

