

# Buyer persona canvas

the *less is more* methodology

Health monitoring smartwatch  
project

May 29th 2018  
date

David  
persona name

## Personal (add your own insights)

- demographics: - male, 40-45 years old  
- lives in a large city in the U.S.
- specific traits: - opinionated  
- objective-oriented  
- interested in finance and politics  
- used to smoke  
- drinks 2+ coffees per day

## Professional (add your own insights)

- job info: - Local Bank manager  
- Master's in Finance
- decision role:
  - user  buyer  influencer
  - decider  initiator  gatekeeper

## Free time (add your own insights)

- hobbies: - going on holidays  
- attending conferences
- online behaviour: - reads a lot of articles  
- checks social media (Facebook and LinkedIn)
- reading habits: - newspaper (The Wall Street Journal)  
- news websites (The Economist, Business Insider)

## Goals (add your own insights)

- needs: - successful career  
- make enough money
- problems: - health issues  
- not enough time to go to the doctor
- possible solutions: - smartwatch that monitors heart rate and blood pressure
- wants & expectations: - a sleek, minimalist watch  
- wants a waterproof watch

## Product (add your own insights)

- psychological price: - 150\$
- alternatives: - blood pressure monitor  
- going to the doctor regularly
- FAQs: - What else does the smartwatch do?  
- Will I still need to go to the

## Content (add your own insights)

- topics: - holidays  
- saving time tips
- voice:
  - casual  inspiring  professional
  - funny  informative  other: