

Buyer Persona Research Survey Template

All questions are optional. Follow each question's directions.
Write your answers to the open questions in the space provided.

1. What situation first prompted you to look for this product or service?

- ☐ A new need appeared
- ☐ An existing solution stopped working
- ☐ Costs or requirements changed
- ☐ Someone recommended looking
- ☐ A planned review or renewal
- ☐ Another situation

2. Which alternative did you consider most seriously?

- ☐ A competing product or service
- ☐ Keeping the current solution
- ☐ Building or doing it internally
- ☐ Postponing the decision
- ☐ No clear alternative
- ☐ Another alternative

3. What mattered most when you made the final choice?

- ☐ Fit for the task
- ☐ Ease of use
- ☐ Price or total cost
- ☐ Trust and reputation
- ☐ Support or service
- ☐ Implementation time
- ☐ Another factor

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4. What role did you have in the decision?

- ☐ Sole decision-maker
- ☐ Final approver
- ☐ Part of the decision group
- ☐ Evaluator or recommender
- ☐ End user with input
- ☐ Another role

5. Which source influenced your decision most?

- ☐ Product website
- ☐ Independent review or comparison
- ☐ Colleague or peer
- ☐ Sales conversation or demonstration
- ☐ Trial or direct experience
- ☐ Existing vendor relationship
- ☐ Another source

6. What was your biggest hesitation before choosing?

- ☐ Price or budget
- ☐ Fit or missing capability
- ☐ Implementation effort
- ☐ Trust or risk
- ☐ Approval from others
- ☐ No major hesitation
- ☐ Another hesitation

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7. In your own words, what did a successful outcome need to look like?
