






Fill in the Buyer Journey template using the instructions from the Buyer Persona lesson.

Buyer Stages	Awareness		Consideration		Decision	
<b>User Behavior</b>	Have realized and expressed symptoms of a potential problem or opportunity		Have clearly defined and given a name to their problem or opportunity		Have defined their solution strategy, method, or approach	
<b>Research &amp; Info Needs</b>	Research focused on vendor neutral 3rd party information around identifying problems or symptoms		Committed to researching and understanding all of the available approaches/methods to solving their defined problem or opportunity		Researching supporting documentation, data, benchmarks or endorsements to make or recommend a final decision	
<b>Content Types</b>	 Analyst reports Research reports eGuides & eBooks Editorial content Expert content White papers Educational content		 Comparison white papers Expert Guides Live interactions   Webcase/podcast/video		 Vendor comparisons Product comparisons Case Studies Trial Download Product Literature   Live Demo	
<b>Key Terms</b>	Troubleshoot Issue Resolve Risks	Upgrade Improve Optimize Prevent	Solution Provider Service Supplier	Tool Device Software Appliance	Compare Vs. versus comparison	Pros and Cons Benchmarks Review Test

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