

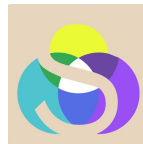
# [Product name] personas

Analysis of customer personas

Owner: [Product Marketing Manager Name]

Version: v1.0 | Date: [MM/DD/YYYY]

# How to Use This Template



Instructions: The template will be structured into several key sections, with dedicated slides for detailed instructions and examples.

- Use this deck to build buyer and user personas for your product or feature launch
- Fill in the blank templates with insights from research, interviews, and customer data
- Use multiple personas per account when necessary
- Determine which persona types are most relevant for your specific products and market
- Personas are iterative, update them as you learn more
- Use avatars and quotes to humanise each persona

# Persona Types



## Buyer Persona:

### Job Title

Decision-makers who purchase or approve the product

Focuses on the individual responsible for making purchasing decisions. They care about value, ROI, and business impact.

## User Persona:

### Job Title

End users who engage with the product

Focuses on the individual who directly interacts with the product. They care about usability, functionality, and solving daily tasks.

## Influencer Persona:

### Job Title

Internal advocates or advisors

Focuses on the individuals who don't directly buy or use the product but influence the decision based on topics like compliance, integration, or technology.

# Buyer Persona

Instructions: Fill in each section based on research and data:

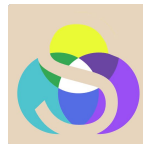


<b>[Name] - [Role]</b>	Brief bio, background, role. Demographics, such as location and company size or industry.
<b>Responsibilities</b>	Specific role, day-to-day tasks, reporting structure Decision making process: Who they consult, information sources, budget authority, typical purchasing cycle
<b>Goals and jobs-to-be-done</b>	What they want to achieve, professional aspirations
<b>Challenges and pains</b>	Obstacles preventing them from achieving goals, frustrations
<b>Motivations and drivers</b>	What truly compels them, what they value most
<b>Objections</b>	Common reasons they might hesitate to buy

**Decision-making process:**  
Who they consult, information sources, budget authority, typical purchasing cycle

# User Persona

Instructions: Fill in each section based on research and data, focus on their direct interaction with the product.



<b>[Name] - [Role]</b>	Brief bio, background, role. Demographics, such as location and company size or industry.
<b>Responsibilities</b>	Specific role, day-to-day tasks, reporting structure Decision making process: Who they consult, information sources, budget authority, typical purchasing cycle
<b>Goals and jobs-to-be-done</b>	What they want to accomplish using your product
<b>Challenges and pains</b>	Specific frustrations they face that your product could solve
<b>Motivations and drivers</b>	What drives their product adoption, what they hope to gain
<b>Current solutions and needed features</b>	How they currently solve their problems, competitor products used. What functionalities make their lives easier

**Decision-making process:**  
Who they consult, information sources, budget authority, typical purchasing cycle

# Influencer Persona



Instructions: Fill in each section based on research and data only if there's a significant third party influencing the purchase or adoption process.

<b>[Name] - [Role]</b>	Brief bio, background, role. Demographics, such as location and company size or industry.
<b>Responsibilities</b>	Specific role, day-to-day tasks, reporting structure Decision making process: Who they consult, information sources, budget authority, typical purchasing cycle
<b>Goals and jobs-to-be-done</b>	What they aim to achieve that impacts the product choice
<b>Challenges and pains</b>	What issues or risks they are concerned about with a new solution
<b>Motivations and drivers</b>	What specific factors they evaluate when influencing a decision
<b>Information sources and trust</b>	Where they get their information, who they trust

**Decision-making process:**  
Who they consult, information sources, budget authority, typical purchasing cycle

# Information to collect: Who Are They?



- **Name / Title / Role**
- **Industry & Company Type**
- **Location & Region**
- **Tools & Tech they use**
- **Background (education or experience)**
- **Key responsibilities**
- Use the information to create a brief, compelling narrative that summarizes who this person is.
- What to include: A short paragraph describing their professional and perhaps relevant personal context.  
Their attitude towards technology or new solutions.  
A key quote that encapsulates their wins or a typical struggle.
- How to gather data: Interviews, surveys, sales notes, customer support interactions, social media listening.

# Information to collect: Goals & Challenges



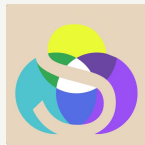
- **Primary goals and KPIs**
- **Top pain points / frustrations**
- **What “success” looks like for them**
- **Key triggers to look for a solution**
- **Common objections**
- Find out what your persona wants to achieve, both professionally and, for users, specifically with a product like yours; e.g. Increase efficiency, reduce costs, improve security, grow revenue, simplify workflows, gain a competitive edge.
- What they need: Think of problems and solutions: People buy solutions to problems or to achieve desired states.
- Challenges and pains: Think of obstacles that stand in their way and frustrations they experience
- How to gather data: Always ask why. Customer interviews, competitor analysis, industry reports, support tickets.



# Information to collect: Decision-Making Process



- **Buying role (decision-maker, influencer, user)**
- **Research behaviour (channels they use)**
- **People they consult**
- **Content types they value (white papers, videos, case studies)**
- **Evaluation criteria**
- **Sales cycle stage relevance**
- Understand motivations and drivers
- Define their objections by looking into common hesitations or reasons they might not choose your solution (including logical ones and emotional ones): e.g. cost, complexity, integration issues, lack of perceived need, trust concerns, "sticking with the status quo."
- Trust: Think of who they listen to and where they get their information from. Then move to how they go about evaluating and purchasing solutions, who influences them and what information they seek.
- How to gather data: Always ask why. Sales team feedback, lost deal analysis, customer interviews, online forums like Reddit or webinars.



# GuardLar personas

Analysis of customer personas

Owner: Sergio Lozano Alvarez

Version: v1.0 | Date: 08/05/2025

# GuardLar

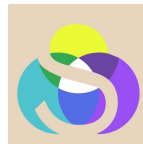
GuardLar is an AI-powered cybersecurity platform developed in Europe, specifically designed for mid-market fintech companies (e.g., challenger banks, payment processors, online lenders) in the EU.

**Real-time Fraud Detection:** AI algorithms identify suspicious transactions and user behavior patterns to prevent internal and external fraud.

**Customer Data Protection:** Encrypted data storage, compliance with GDPR, DORA, and other European regulations.

**User Verification & Transaction Dispute Resolution:** Advanced identity verification and immutable ledger for transaction history, aiding in efficient dispute resolution and reducing chargebacks.

# Persona Types



**Buyer Persona:**



## Head of Risk & Compliance

Decision-makers who purchase or approve the product

“Compliance isn’t just a tick-box exercise; it’s about our customers’ trust and our future growth. One misstep can cost us everything.”

**User Persona:**



## Security Operations Analyst

End users who engage with the product

“I need tools telling me what’s going on, not flooding me with alerts I have to check manually. My time is better spent stopping real threats.”

**Influencer Persona:**



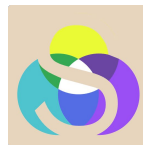
## Legal Counsel

Internal advocates or advisors

“Provable compliance and irrefutable transaction data are non-negotiable. It’s about minimizing future litigation risk.”

# Buyer Persona

Instructions: Fill in each section based on research and data:



<b>Elena Muller - Head of Risk &amp; Compliance</b>	Elena is Head of Risk & Compliance at MerQry Payments, a mid-market fintech (250 employees, €150M revenue, HQ in Berlin), rapidly expanding online payment processor, serving EU market.
<b>Responsibilities</b>	Her job is deeply established in the EU's financial regulations like PSD2, DORA and GDPR, (and ever-changing landscape) and her primary concern is ensuring the company remains compliant while mitigating financial and reputational risks from fraud. Manages regulatory adherence, fraud prevention strategies, risk assessments, and internal audit processes. Directly reports to the CFO and frequently interacts with the CEO and legal department.
<b>Goals and jobs-to-be-done</b>	Ensure absolute compliance with PSD2, GDPR, and other relevant EU financial regulations. Maintain company reputation and avoid regulatory fines. Minimize financial losses due to internal and external fraud. Streamline the process for handling transaction disputes and chargebacks.
<b>Challenges and pains</b>	Struggling to keep up with the pace of evolving EU financial regulations and fraud tactics. Existing fraud detection systems are often manual, slow, and generate too many false positives. No clear trails for transaction disputes leads to lengthy resolution times and more chargebacks. Fear of a major data breach or fraud incident causing financial penalties and loss of trust.
<b>Motivations and drivers</b>	Protecting the company's integrity and long-term viability. Demonstrating tangible ROI of compliance and proactive risk management. Ensuring peace of mind knowing the company's security posture is robust. Building a reputation for leading a secure and compliant fintech
<b>Objections</b>	Cost of a new system outweighs current fraud losses. Existing solutions is good enough for now. The integration process disrupts current operations. Scalability for future regulatory changes.

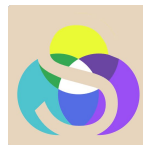


## Decision-making process:

Purchasing cycle is 4-7 months and involves multiple stakeholders and a proof-of-concept. It starts with research after a compliance audit concern or a fraud incident. She consults with IT Security, Legal, and other teams. She relies on industry analyst reports (e.g., Forrester, Gartner), regulatory bodies, and peer recommendations. She requires compliance mappings, ROI projections on fraud reduction, and robust security certifications (ISO 27001).

# User Persona

Instructions: Fill in each section based on research and data, focus on their direct interaction with the product.



<b>Joseph Duveux - Security Ops. Analyst</b>	Joseph is Security Ops. Analyst at MerQry Payments, a mid-market fintech (250 employees, €150M revenue, HQ in Berlin), rapidly expanding online payment processor, serving EU market.
<b>Responsibilities</b>	Highly proficient with various security tools and scripting languages, he monitors logs and events, analyzes suspicious transactions flagged by current systems, investigates potential fraud cases, assists with incident response, prepares security reports, and provides data for dispute resolution.
<b>Goals and jobs-to-be-done</b>	Rapidly identify true fraud incidents without being overwhelmed by false positives. Gain clear visibility into user behavior for both security and dispute resolution. Automate routine security and data collection tasks to focus on complex threat analysis. Efficiently retrieve and present data for transaction dispute evidence.
<b>Challenges and pains</b>	Alert fatigue from their current tool, making it hard to prioritize real threats. Disparate tools for fraud detection, user verification, and transaction data, requiring manual correlation and investigation per alert due lack of actionable insights. Long investigation due to difficulty to verify legitimate user activity for transaction dispute cases.
<b>Motivations and drivers</b>	Increase efficiency and job satisfaction by focusing on higher-value security work. Contribute directly to reducing the company's fraud losses and improving customer trust. Utilize cutting-edge AI technology to stay ahead of evolving threats. Become a more effective and indispensable member of the security team.
<b>Current solutions and needed features</b>	SIEM or log management tool with basic fraud rules engine, and manual database queries for dispute resolution. Desired Features: Real-time behaviour analysis for fraud, identity verification, an immutable ledger for transaction histories, intuitive dashboard with clear visualizations, easy data export for compliance reporting.

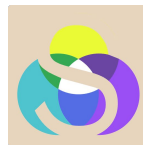


## Decision-making process:

His input is crucial to the buyer persona's decision. He is the end user who will directly interact with the product.  
He evaluates solutions based on how well they address his specific pain points, such as alert fatigue and manual data correlation.  
He values an intuitive dashboard, AI-driven anomaly detection, and automated threat response.

# Influencer Persona

Instructions: Fill in each section based on research and data only if there's a significant third party influencing the purchase or adoption process.



<b>Anya Cruz - Legal Counsel</b>	Anya is legal counsel specializing in European financial services law, retained by MerQry Payments, a mid-market fintech (250 employees, €150M revenue, HQ in Berlin), rapidly expanding online payment processor, serving EU market.
<b>Responsibilities</b>	She advises on legal implications of new technologies and compliance frameworks, ensuring the company's operations are legally sound across all EU jurisdictions. She provides legal expertise to influence procurement, especially for solutions impacting data privacy, fraud liability, and dispute resolution.
<b>Goals and jobs-to-be-done</b>	Ensure any new technology adheres strictly to any relevant European legal frameworks. Reduce legal exposure related to fraud incidents and customer data breaches. Provide legally defensible evidence for transaction disputes to prevent costly litigation.
<b>Challenges and pains</b>	Uncertainty about the legal validity of AI-driven decisions without human oversight. Potential for new cybersecurity solutions to inadvertently create compliance gaps. Difficulty in obtaining comprehensive data for dispute resolution from fragmented systems. Ensuring the solution's cross-border data transfer mechanisms comply with EU standards.
<b>Motivations and drivers</b>	Demonstrable adherence to EU data protection laws (GDPR, Schrems II). Clear audit trails and data immutability for legal defensibility. Transparent explanation of AI decision-making processes (explainable AI). Robust incident response and reporting capabilities for regulatory bodies
<b>Information sources and trust</b>	Official EU regulatory publications. Legal journals and specialized fintech law publications. Conferences on FinTech law and cybersecurity compliance. Trusted network of legal peers and industry experts.



## Decision-making process:

She provides expert legal opinions that directly influence technology procurement decisions. Her advice is critical for the buyer persona and the executive board. She evaluates solutions based on criteria like adherence to EU data protection laws, clear audit trails, and transparent AI decision-making. She seeks information from official EU regulatory publications, legal journals, and her network of peers.