



Multiple Personality Reorder Persona Flow Worksheet



Your website. It's where you send people when they want to know what you do. It can bolster your credibility, build people's trust and help you turn visitors into customers. But only if you are able to design your pages to appeal to two very different but connected audiences – influencers and decision makers.

Two Visitor Types - One Persona Pair

This summary of what both halves of your persona pair are looking for in your webpage is a great reference piece to come back to again and again as you plan your website.



Decision Maker	Influencer
Transactional visitor	Consultative visitor
Focused on buying or paying	Focused on implementing and using
Evaluates recommendations from influencers	Gives recommendations to decision makers
"Skimmer" (stays surface level)	"Diver" (goes deep into content)
Looking for executive style summaries for each page topic	Looking for more detailed information on multiple topics
Comes to site based on recommendation	Comes to site from search, reputation, blog post or ad
Visits only the few pages that are required to build confidence in recommendation.	Visits multiple pages, multiple times, over an extended period of time. Will focus research on topics related to primary concerns.
Needs actionable links above the fold	Uses text links in deeper content to facilitate further research as well as actionable links for demos and downloads that will encourage more learning

Now it's time to put your knowledge into action. Complete one worksheet for each of the persona pairs you've created using the KAYAK Self-Guiding Persona Creation Tool.

Product/Service: _____

Decision Maker	Influencer
Name:	Name:
Focus:	Focus:
What is needed to make decision?	What is needed to make a recommendation?
How will they enter your site?	How will they find your site?
What are the key pages for your DM? 1. 2. 3.	What are the key pages for your Influencer? 1. 2. 3. 4. 5. 6. 7.

Decision Maker	Influencer
<p>Have you included executive style summaries and actionable links above the fold?</p>	<p>Have you included deeper information both on page and in downloads below the fold? Are you guiding learning with your contextual navigation?</p>
<p>What is your main call to action to initiate a sale?</p>	<p>What additional information will you offer to help lead your influencer to make a recommendation?</p>
<p>Visualize your DM's persona flow</p>	<p>Visualize your Influencer's persona flow</p>