

# PERSONA & CUSTOMER JOURNEY

« As a mompreneur with not much time, I need a quick and easy bank service to help my business grow. »



Isabelle

## About

Woman	34 years old	Lives in Paris	Mother of 2
Jogger	Mostly shops online		

## Context

Started a business 2yrs ago	Rapid growth	Looking to scale up
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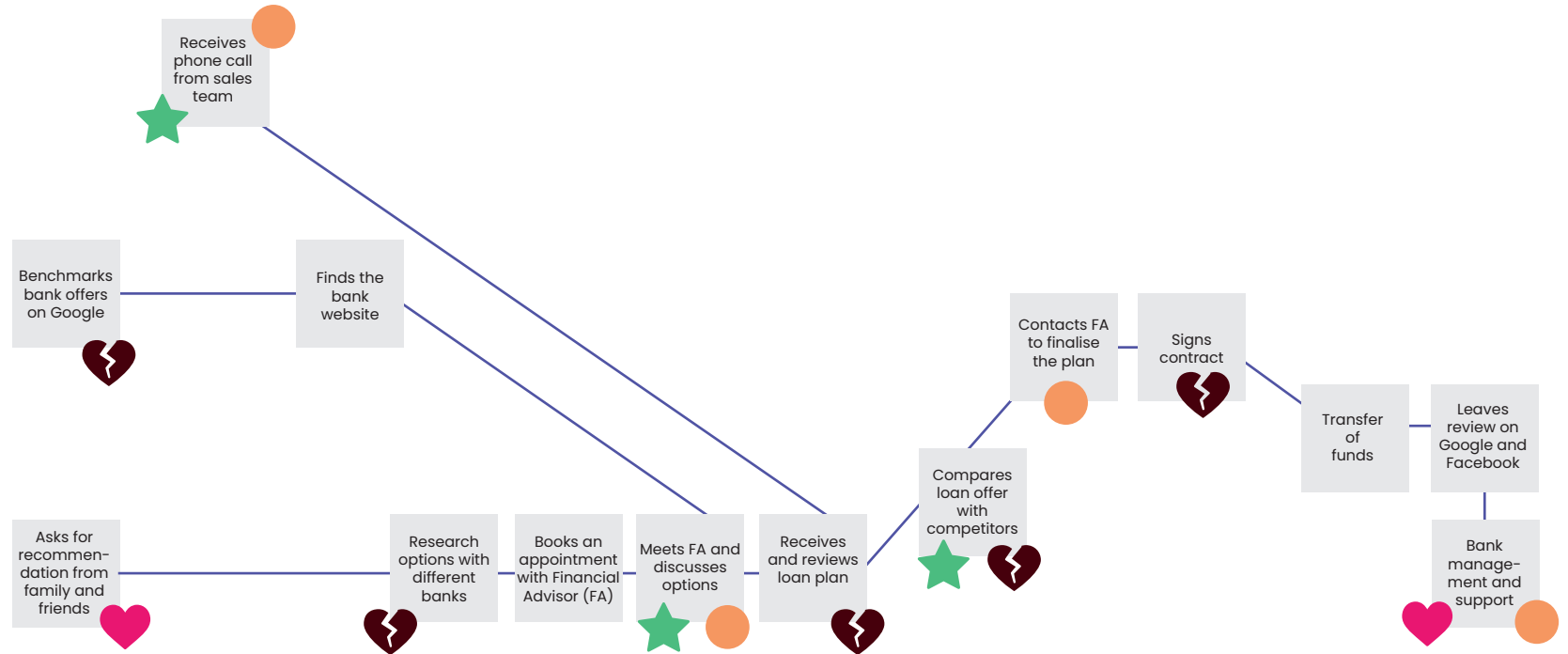
## Challenges

Needs to hire	Needs to rent an office	Not enough cashflow	Has no time
Has no admin support			

## Goals

Loan with lowest interest rate	Best offer on the market	Quick and easy bank service
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## Discovery      Learning & consideration      Purchase      Post - purchase



Touch point

## Detail the experience



## Moments of truth

