

PERSONA & CUSTOMER JOURNEY

« Quote that illustrates your persona in some way. »



Persona name

About

Age, gender, city/country, job...

Four yellow square boxes for input.

Context

Your persona's situation

Four yellow square boxes for input.

Challenges

Your persona's pains/issues

Four yellow square boxes for input.

Goals

What is the persona aiming to achieve

Four yellow square boxes for input.

Discovery Learning & consideration Purchase Post - purchase

Touch point

Detail the experience

Moments of truth