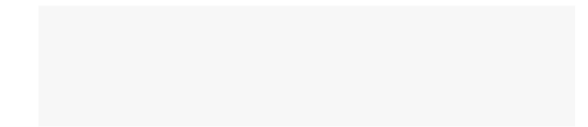
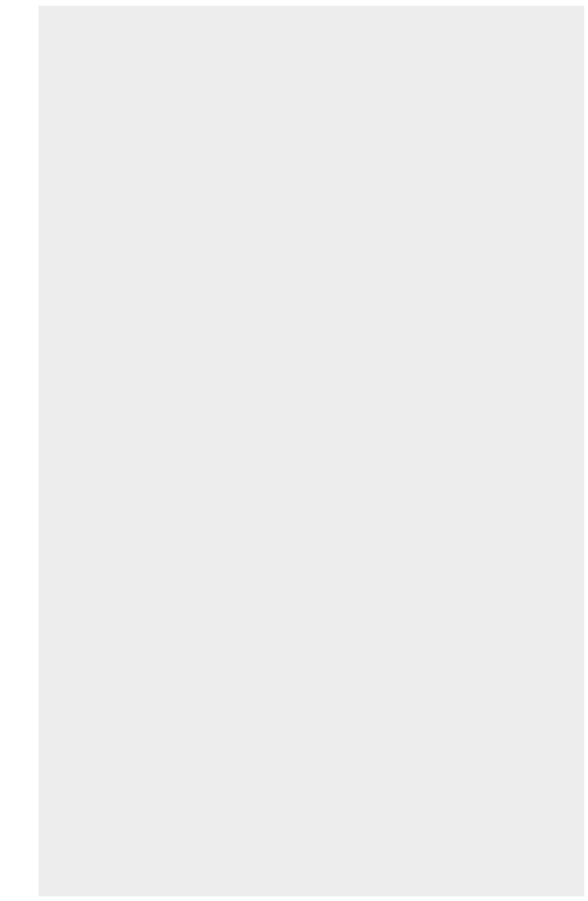
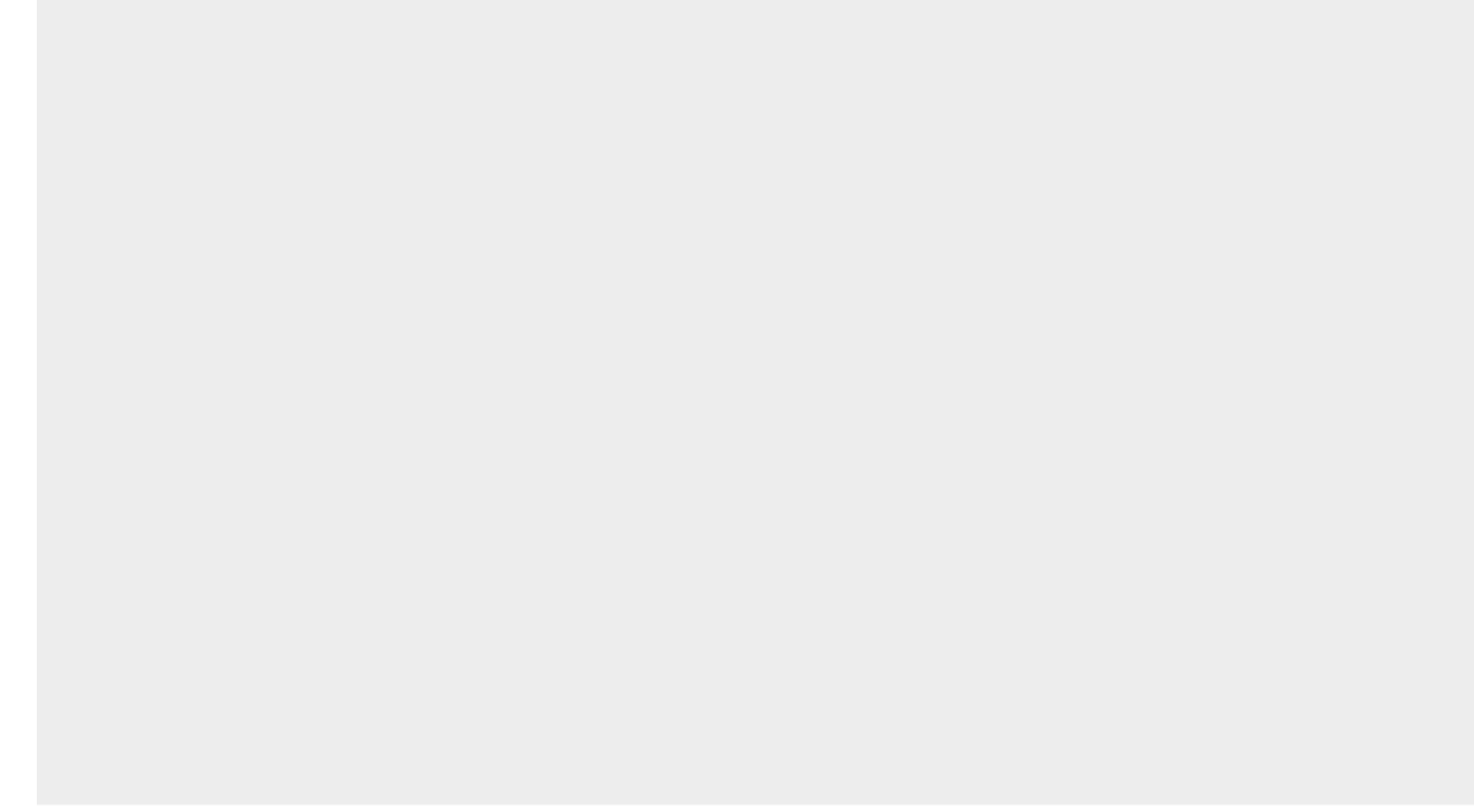


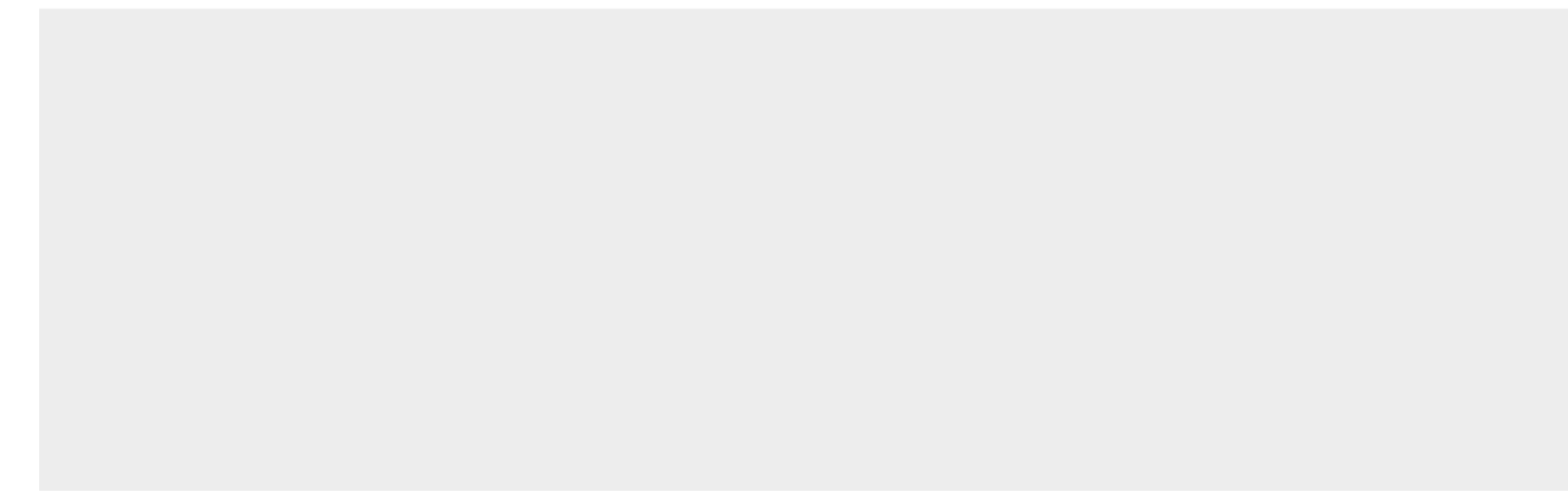
Customer Persona



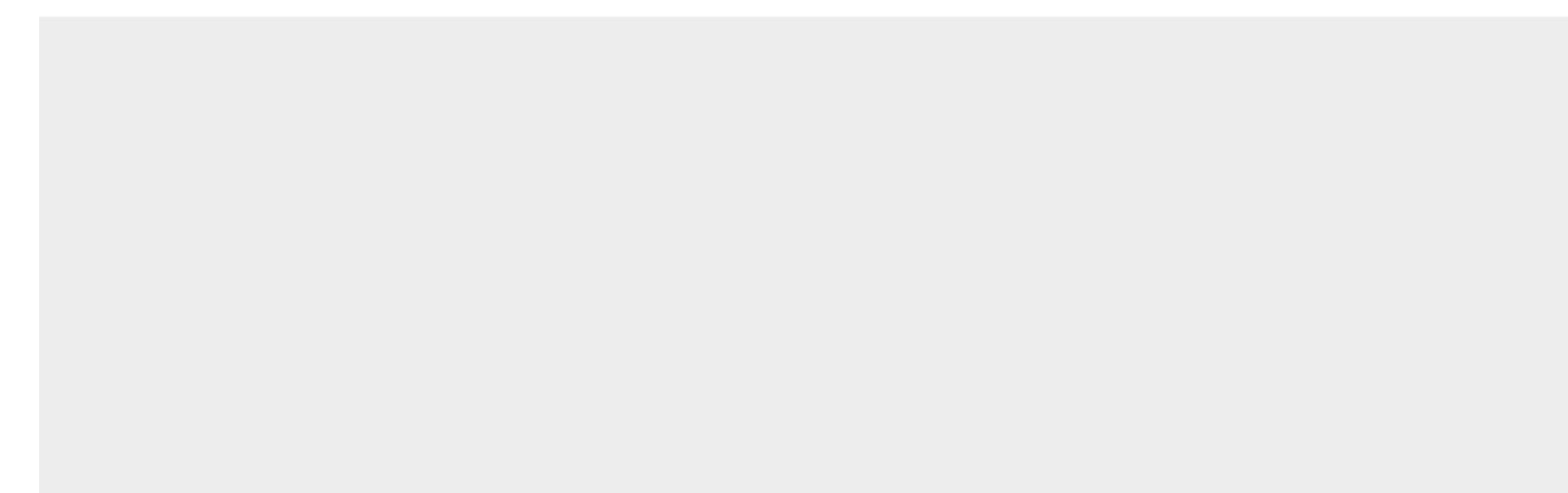
Bio




What are their key goals and needs?



What do they struggle with the most?



Journey Map

User need / Scenario					
Phase of Journey <small>What are the high-level phases across the customer journey?</small>	Step 1	Step 2	Step 3	Step 4	Step 5
Journey Steps <small>What is the customer doing?</small>					
Actions <small>What is the customer doing?</small>					
Feelings <small>What is the customer feeling, pay particular attention to and highlight the pain points (or joy)</small>					
Thoughts / Thinking <small>What is the customer thinking?</small>					