

Mural is the visual work platform xUntitled mural • Unveiling Marke x

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Untitled mural

What have we heard them say?  
What can we imagine them saying?

benefits both parties by meeting your target audience's needs and wants to unite also profiting

the discovery of a new product/service and ultimately successful reality about a target market as the result of non-observational data analysis

manages to make everything too easy, useful and challenging

regularly communicates with customer service, and promotes an open environment

knows competitor strengths/identify potential influences, reveal customer demographics, improve brand awareness and measure marketing effectiveness

new customers and prospects view your existing business and show you if you are or are not meeting your customers needs

psychological/social

cultural and economic factors

Person's name  
Brief summary of the persona

constantly juggling a variety of tasks and responsibilities

going viral for negative reasons like customer negative feedback or poor experience

send follow-up emails with ways to gauge infection and in feedback

fear or failure

Does  
What do you think they are doing?

Feels  
What do you think they are feeling, and possibly?

more likely to express themselves, solve problems, and find meaning in their work and life

It is what brings meaning to brand messaging

a broad economic term that refers to the behaviour of customers, business or the stock market

customers' preferences, engagement and satisfaction

Share

4/6

AV

20%

ENG

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