


Personas





Pains

Persona 1:

name


age, gender, job





Gains

✂ Jobs-to-be-done:





Pains

Persona 2:

name

age, gender, job







Gains

✂ Jobs-to-be-done:

Customer Journey

Before			During			After		
<div><p>What Persona 1: does, thinks, feels or says at this point time</p></div>			<div><div><div>post-it</div><div>post-it</div></div></div>					
<div><div><p>What Persona 2: does, thinks, feels or says at this point time</p></div></div>			<div><div><div>post-it</div><div>post-it</div></div></div>					
<div><div><p>Ideas to enforce / scale positive experience</p></div></div>			<div><div><div>post-it</div><div>post-it</div></div></div>					
<div><div><p>Ideas to take away negative experience</p></div></div>								