

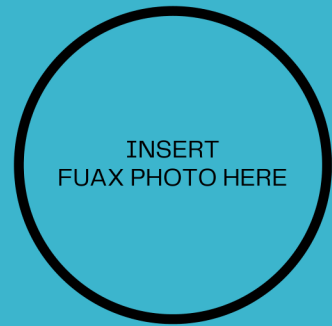
DESIGN THINKING PERSPECTIVE

1 Decide on a target customer persona and the scope of the journey to be explored today. Give them a visual representation, name and description.

2 It is important to understand the audience's comprehension for taking this particular journey.

3 Ideally, 1 persona = 1 journey map. Duplicate these pages to repeat the exercise for another persona if you need to.

PRETEND FAKE
PERSON



"Hi! My name is....."

MY TARGET AUDIENCE

RESEARCH ABOUT THE AREA:

MY FAKE PERSON:

AGE:

EDUCATION:

JOB:

INCOME:

READING LEVEL:

CHALLENGES THEY FACE

THIS AGE GROUP LIKES

IS MOTIVATED BY...

I WANT MY TARGET AUDIENCE TO FEEL:

THE MOST RELEVANT INFORMATION, WHICH IS: