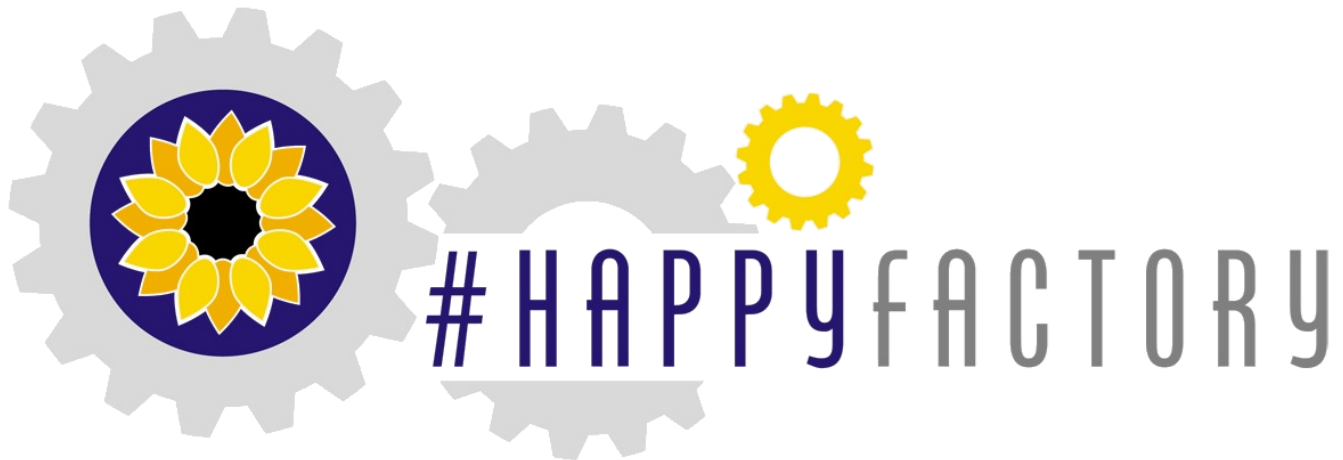
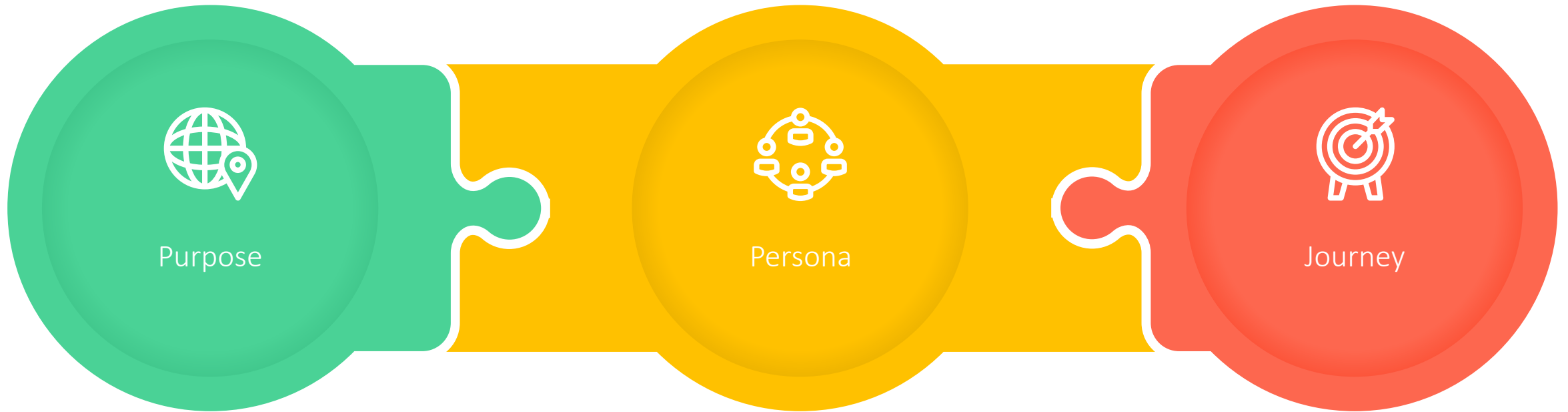


Customer Journeys

workbook



Contents



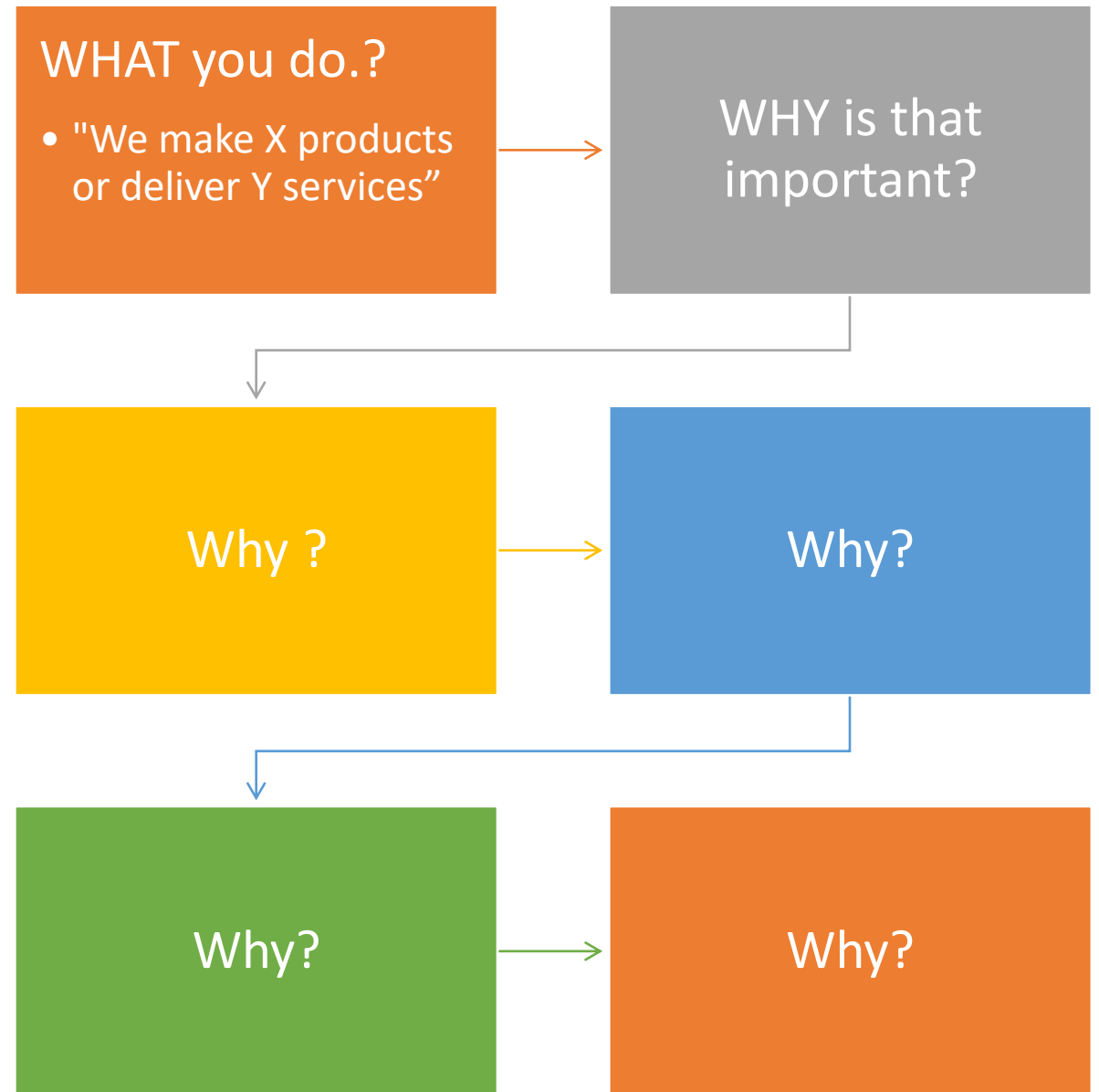
Your purpose is the reason you journey

Who are delivering the value to ?

How are you Delivering it ?



How to Identify Core Purpose:

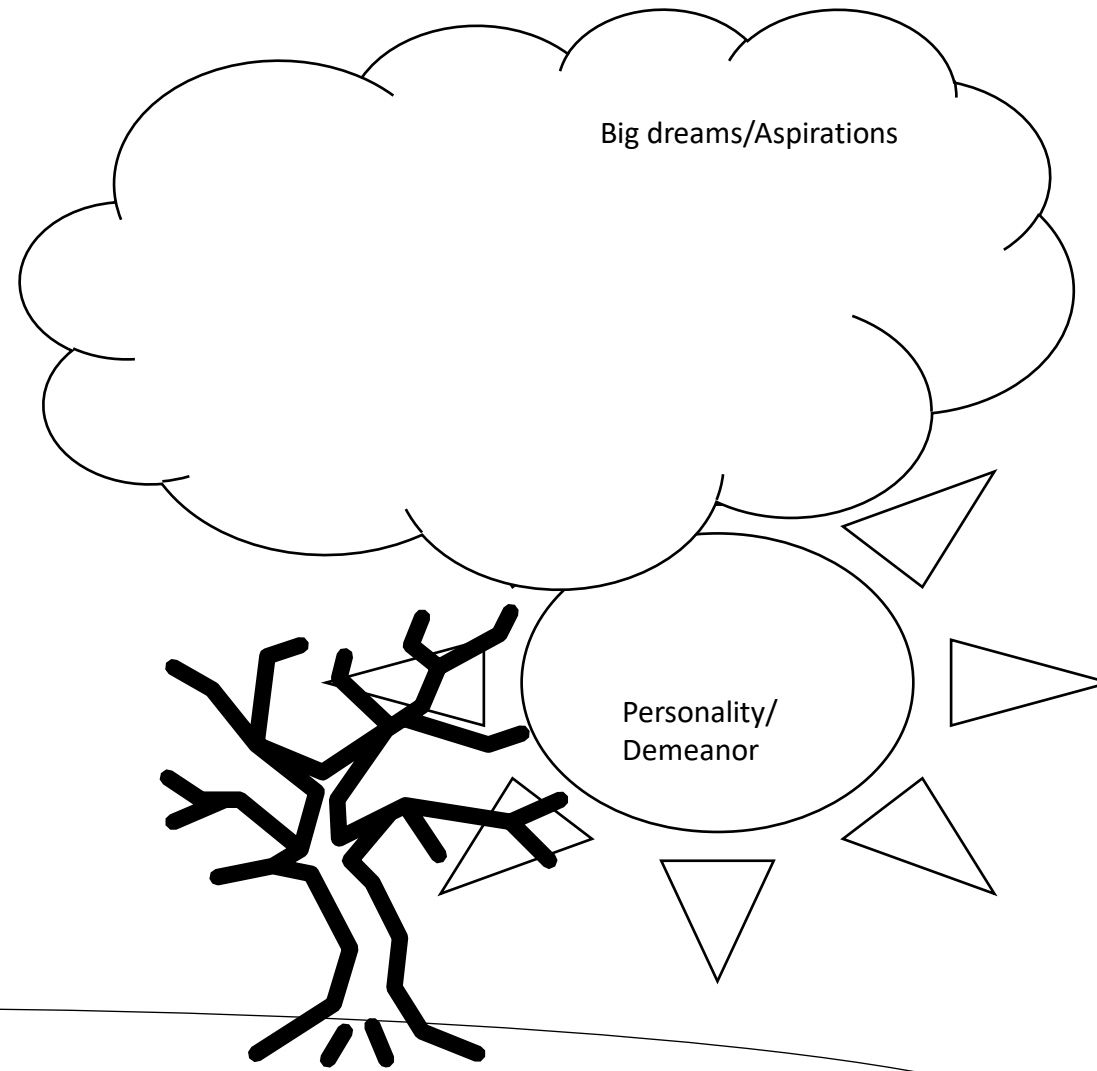
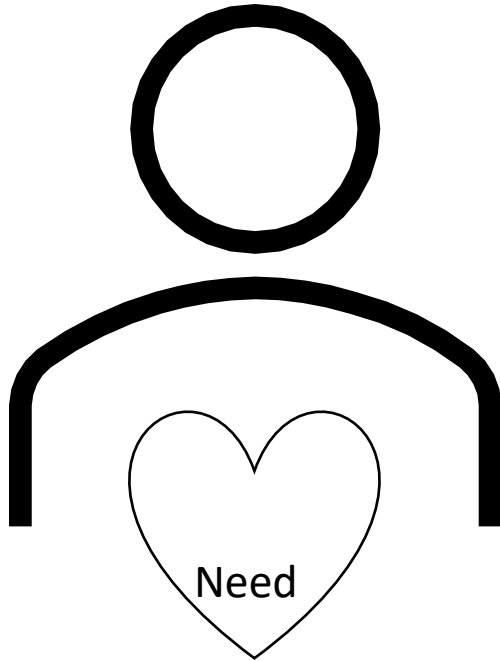
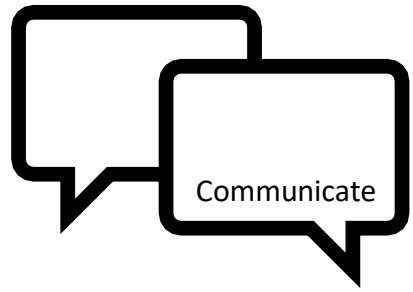


Customer Persona

Quote:

“ ”

Name: _____
Age: _____
Location: _____
Occupation: _____
Living situation: _____
Relationship status: _____
Hobbies: _____
Challenges: _____



Likes



Dislikes



Describe a typical day

Values



Awareness

Consideration

Selection

Purchase

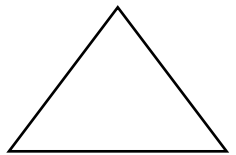
Do



Think

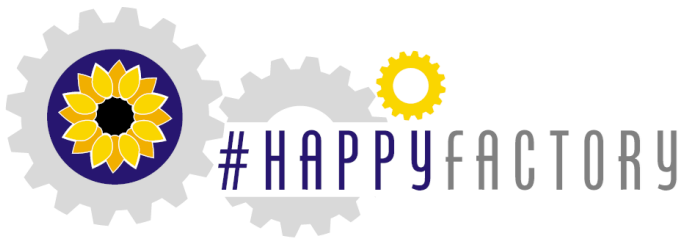


Feel

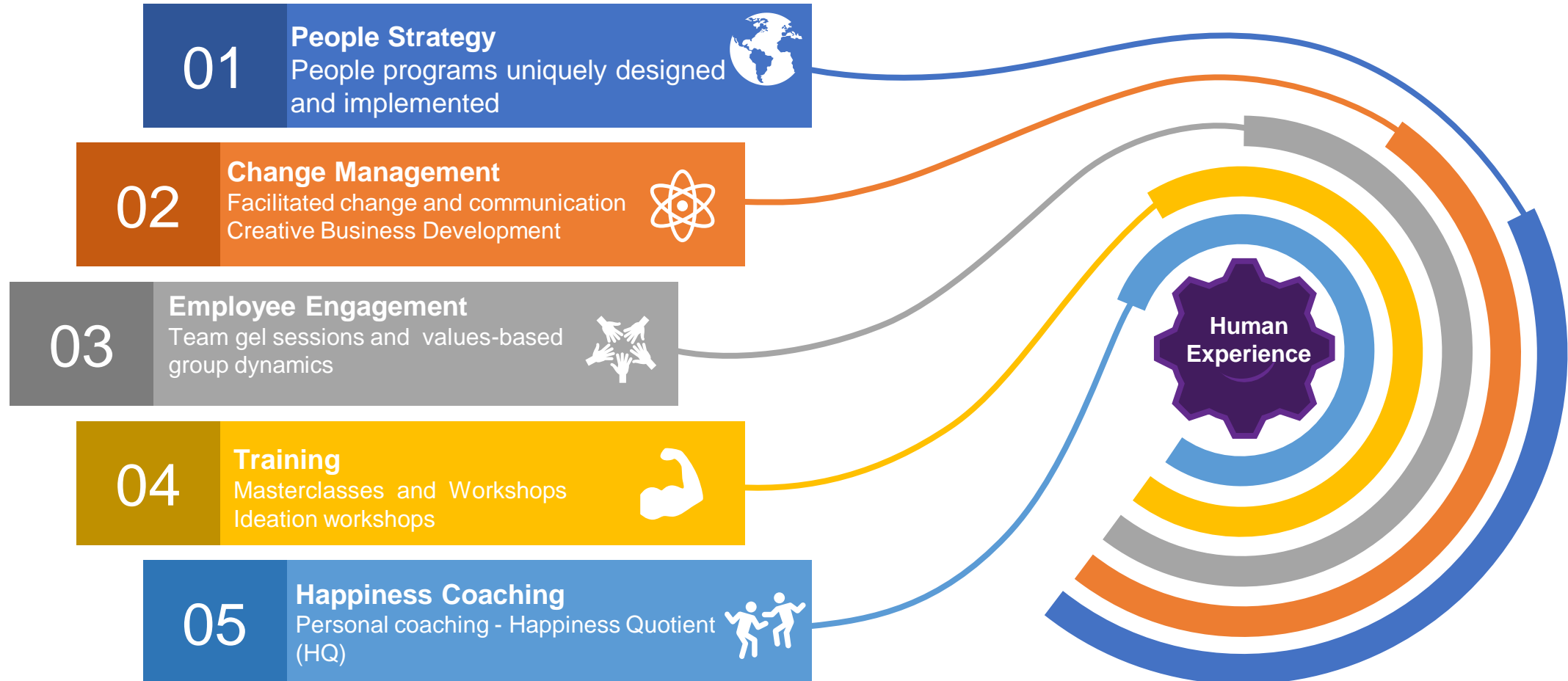


Change in Emotion /time

Learnings



Creating Happy Human Experiences



Products & Services

Email: melissa@Happyfactory.co.za | Cell: +27 83 545 6103

?

