


# Customer Persona

 <p>Photo of the persona</p>	Segment:  Name:  Sex:  Age:  Location:	Persona description (adjectives & short sentences)	
What drives her/him? Mindset, trends, other outer influencers	How does she/he respond to the service? Functional, emotional features	Is she/he a fast/slow decision maker? How can you tell?	Is her/his decision based on facts or emotion? How can you tell?
How does service experience reflect that? What does service provider do? What needs to be designed?			