PERSONA | MODULE 4

Scan the QR code to find a step-by-step guide for this tool, digital business development cases and further inspiration at dbd.au.dk

Name:

Position:

Company:

Collaborative relationship:

Which service does this person offer or facilitate?

What troubles this person?

Which jobs should this person handle? Which objects should the person help the customer with obtaining?

What motivates this person?

Which circumstances affect this person?

What does this person dream of?