

Project \ Service \ Product:

Name \ Date:

Who are our customers?

How will we identify them?

Traits, measures, behaviours...

What do they do?

Why do they need us?

When would they need us?

How do they engage with us?

How do, should, could or would they engage?.

What makes them feel good about themselves?

What do they expect from us?

What do they think about us and our competitors?

Other agencies offering similar or complimentary support...