



NAME

DEMOGRAPHICS

PERSONALITY

MOTIVATIONS

INTERESTS

HOW SHE SOLVES THE PROBLEM TODAY

GOALS

FRUSTRATIONS

CURRENT SATISFACTION

LOW

MEDIUM

HIGH

VERY HIGH

HOW SHE FINDS THEM

Physical

Info

SWITCHING COST

LOW

MEDIUM

HIGH

VERY HIGH

WHY?

ROLE

REASONS FOR BUYING/USING

HOW SHE FINDS US

Physical

Info

CHALLENGES USING

FEARS USING

EXTRAS (+)

NOT WANTS ( - )