

Add a picture or draw your customer

DEMOGRAPHICS

Name:

Age:

Profession:

Family:

Income:

PERSONALITY

Describe the personality by the means of the following criteria

Introvert **Extrovert**

1 2 3 4 5 6 7 8 9 10

Thinking **Feeling**

1 2 3 4 5 6 7 8 9 10

Fact-based **Intuitive**

1 2 3 4 5 6 7 8 9 10

Plan-driven **Flexible**

1 2 3 4 5 6 7 8 9 10

BIO

Add a short Bio describing daily or job routines linked to the use case

GOALS & MOTIVATIONS

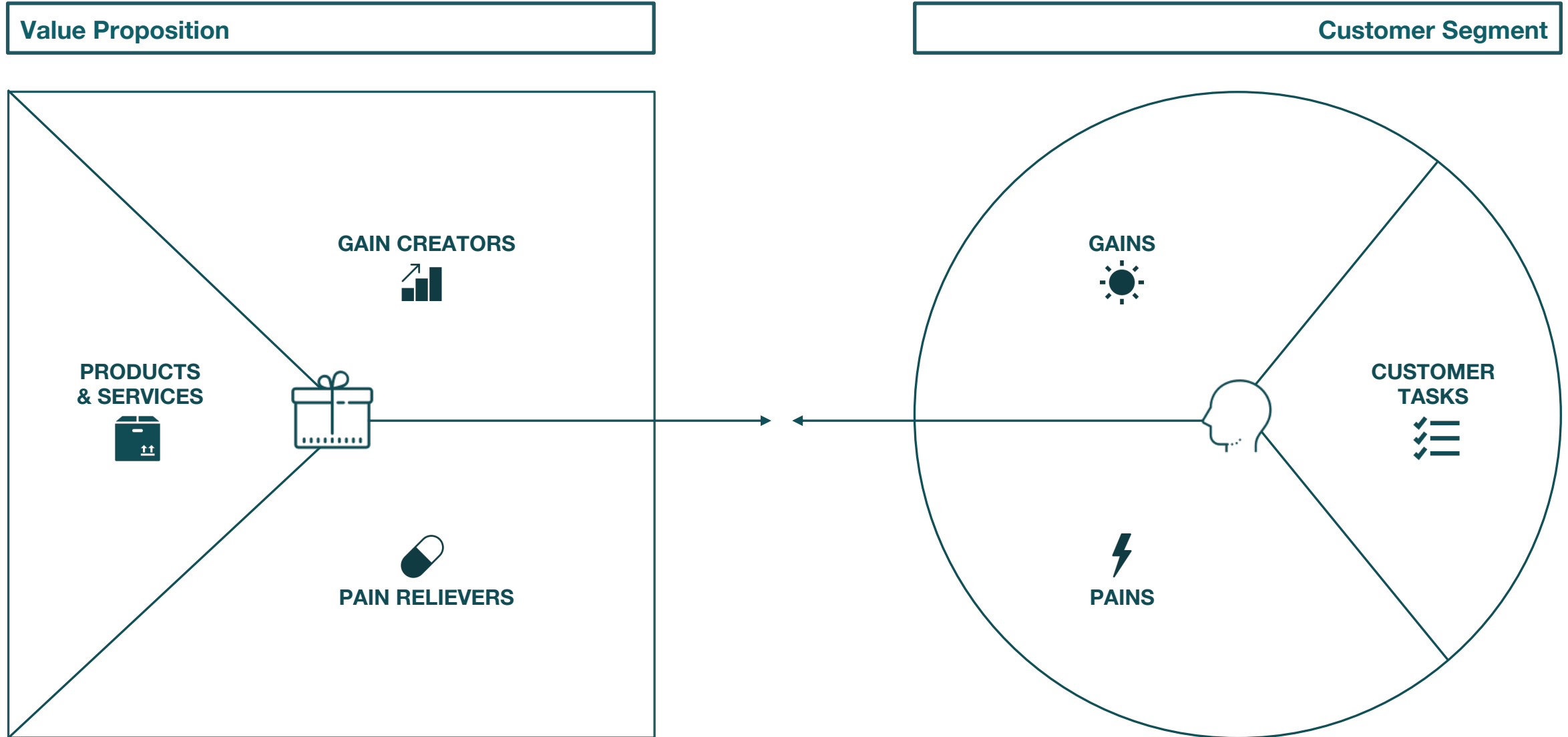
Describe tasks that need to be completed or personal desires to be fulfilled

TECH AFFINITY

Describe which technological products and online channels are used

OTHER

All other aspects that could be of importance



<i>Customer</i>	<i>Scenario</i>	<i>Goals / Expectations</i>	
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<i>Phase</i>	<i>Phase</i>	<i>Phase</i>	<i>Phase</i>
<i>Action</i>	<i>Action</i>	<i>Action</i>	<i>Action</i>
<i>Thoughts</i>	<i>Thoughts</i>	<i>Thoughts</i>	<i>Thoughts</i>
<i>Feelings</i>	<i>Feelings</i>	<i>Feelings</i>	<i>Feelings</i>

<i>Problems / Chances</i>	<i>Problems / Chances</i>	<i>Problems / Chances</i>	<i>Problems / Chances</i>
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<i>Customer</i>	<i>Scenario</i>	<i>Scenario</i>	<i>Scenario</i>
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<i>Customer Aspect</i>	<i>Hypothesis</i>	<i>Test Method</i>	<i>Uncertainty</i>	<i>Priority</i>	<i>Result</i>
			① ② ③ ④ ⑤	① ② ③	
			① ② ③ ④ ⑤	① ② ③	
			① ② ③ ④ ⑤	① ② ③	
			① ② ③ ④ ⑤	① ② ③	
			① ② ③ ④ ⑤	① ② ③	
			① ② ③ ④ ⑤	① ② ③	

1 Introduce yourself and give a short intro to the topic and reason for the call/interview.

2 Break the ice with a short question about the person, e.g. "Maybe you can tell us something about your background (age, origin, job, etc.)?"

3 General questions about the person's experience with the respective topic

3.1. Tell me more about your experience with

3.2. Have you ever / what is important to you about

3.3. Take me through the classic process once, when you

3.4. Are there problems and hurdles here or what bothers you?

3.5.

4 SPECIFIC QUESTIONS about a concrete scenario

4.1. Tell me about a concrete situation in the

4.2. How was that exactly? What problems did you encounter?

4.3. How were you / do you solve today

4.4. How did you feel during/after?

4.5.

4.6.

5 Question about desire for a solution

5.1 What solution would you choose for

5.2. How could

5.3.

5.4.

6 Say thank you and ask if you can contact the person again with the defined solution.