

**Know your customer**

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| **Age** |  |
| **Gender** |  |
| **Location** |  |
| **Marital status** |  |
| **Family** |  |
| **Salary** |  |

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| **Why do they need your product or service?** |  |
| **What are their pain points / challenges around your type of product or service?** |  |
| **What is needed to have a good experience** | What would be the best possible experience you could give them? |
| **Digital channels** | Most often visited websites and social media channels and how they use them. i.e SBS every night for news, daily personal Facebook for amusement, Twitter account monitored daily for promoting business. |
| **Desired actions** | A phone call? An email? Fill out the book an appointment form online? |

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