



John Stevens

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32 y/o



Napier

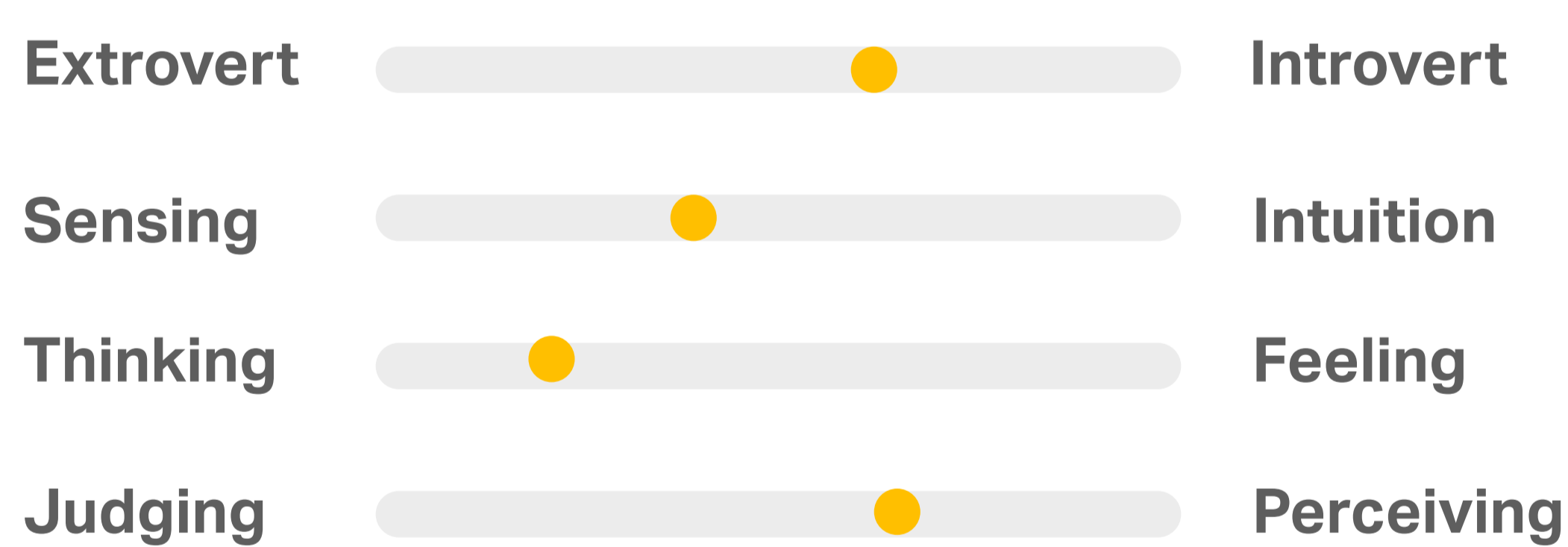


Office Manager

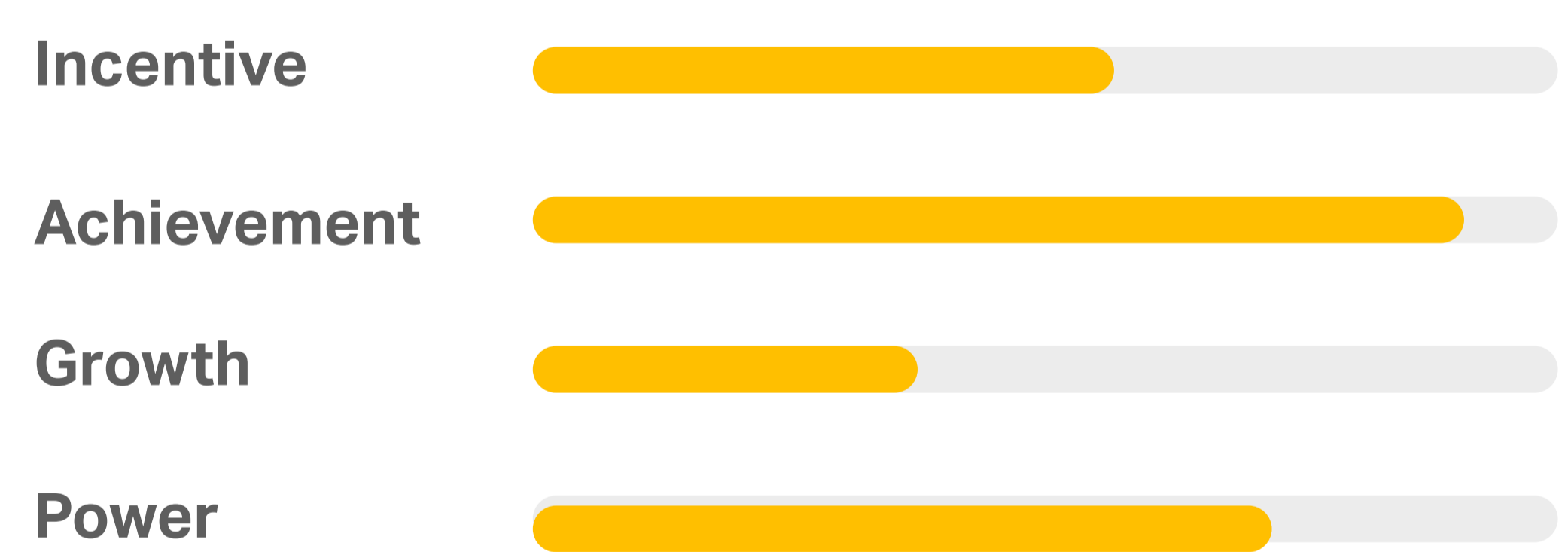


Married with one child

✓ Personality



✓ Motivations (goals)




✓ Frustrations (pain points)

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✓ Media Preferences

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<h1>Customer Journey</h1>				John Stevens 32 y/o, Office Manager, Napier, Married with one child.	
	Awareness	Consideration	Conversion	Loyalty	Advocacy
 Key Questions	<ul style="list-style-type: none"> • Lorem ipsum dolar sit amet? • Lorem ipsum dolar sit amet? • Lorem ipsum dolar sit amet? 	<ul style="list-style-type: none"> • Lorem ipsum dolar sit amet? • Lorem ipsum dolar sit amet? • Lorem ipsum dolar sit amet? 	<ul style="list-style-type: none"> • Lorem ipsum dolar sit amet? • Lorem ipsum dolar sit amet? • Lorem ipsum dolar sit amet? 	<ul style="list-style-type: none"> • Lorem ipsum dolar sit amet? • Lorem ipsum dolar sit amet? • Lorem ipsum dolar sit amet? 	<ul style="list-style-type: none"> • Lorem ipsum dolar sit amet? • Lorem ipsum dolar sit amet? • Lorem ipsum dolar sit amet?
 Emotions/ Feelings	<ul style="list-style-type: none"> • Lorem ipsum • Erat ultricies • Ut felis etiam ac • Adipsicng 	<ul style="list-style-type: none"> • Lorem ipsum • Erat ultricies • Ut felis etiam ac • Adipsicng 	<ul style="list-style-type: none"> • Lorem ipsum • Erat ultricies • Ut felis etiam ac • Adipsicng 	<ul style="list-style-type: none"> • Lorem ipsum • Erat ultricies • Ut felis etiam ac • Adipsicng 	<ul style="list-style-type: none"> • Lorem ipsum • Erat ultricies • Ut felis etiam ac • Adipsicng
 Communication Objectives	<ul style="list-style-type: none"> • Lorem ipsum • Erat ultricies • Ut felis etiam ac • Adipsicng 	<ul style="list-style-type: none"> • Lorem ipsum • Erat ultricies • Ut felis etiam ac • Adipsicng 	<ul style="list-style-type: none"> • Lorem ipsum • Erat ultricies • Ut felis etiam ac • Adipsicng 	<ul style="list-style-type: none"> • Lorem ipsum • Erat ultricies • Ut felis etiam ac • Adipsicng 	<ul style="list-style-type: none"> • Lorem ipsum • Erat ultricies • Ut felis etiam ac • Adipsicng
 Channels					
 We need to	<ul style="list-style-type: none"> ✓ Lorem ipsum dolor sit amet ✓ Lorem ipsum dolor sit amet 	<ul style="list-style-type: none"> ✓ Lorem ipsum dolor sit amet ✓ Lorem ipsum dolor sit amet 	<ul style="list-style-type: none"> ✓ Lorem ipsum dolor sit amet ✓ Lorem ipsum dolor sit amet 	<ul style="list-style-type: none"> ✓ Lorem ipsum dolor sit amet 	<ul style="list-style-type: none"> ✓ Lorem ipsum dolor sit amet ✓ Lorem ipsum dolor sit amet
 Opportunities	<ul style="list-style-type: none"> • Lorem ipsum • Erat ultricies • Ut felis etiam ac • Adipsicng 	<ul style="list-style-type: none"> • Lorem ipsum • Erat ultricies • Ut felis etiam ac • Adipsicng 	<ul style="list-style-type: none"> • Lorem ipsum • Erat ultricies • Ut felis etiam ac • Adipsicng 	<ul style="list-style-type: none"> • Lorem ipsum • Erat ultricies • Ut felis etiam ac • Adipsicng 	<ul style="list-style-type: none"> • Lorem ipsum • Erat ultricies • Ut felis etiam ac • Adipsicng