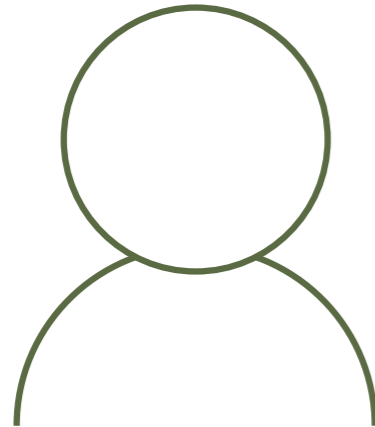


CUSTOMER PERSONA

Description of a typical customer. With the customer persona, you can step into the customer's shoes. This gives better insight into the factors that need to be considered when planning the service. It is based on observation and authentic customer experiences acquired through interviews.



BACKGROUND INFORMATION

Name

Age

Profession

Domicile

Family

Hobbies

DREAMS ABOUT...

GETS FRUSTRATED BY...

VALUES AS A TRAVELLER...

USES THESE CHANNELS

PERSONA

introvert	extrovert
analytical	creative
passive	active
messy	organized
innovator	laggard

TRAVELLER TYPE

active	takes it easy
social	loves peace
executes	relaxes
plans	lives in the moment
skillful in wilderness	lacks wilderness skills

MOTIVATORS

- | | |
|---|--|
| <input type="checkbox"/> safe destination | <input type="checkbox"/> restaurant services |
| <input type="checkbox"/> ecological destination | <input type="checkbox"/> landscapes |
| <input type="checkbox"/> trendy destination | <input type="checkbox"/> authentic destination |
| <input type="checkbox"/> price level | <input type="checkbox"/> cultural environment |
| <input type="checkbox"/> additional services | <input type="checkbox"/> new acquaintances |