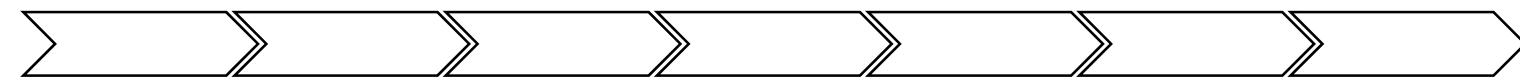
Buyer Persona

Visualize Process

Notes



		Persona	Deliverables	
Profile			Problem Statement	
Motivation			Target Condition	
Motivation			Target Condition	
Job to be done:	Gains	Pains	Countermeasures	
Influence by		Influences	Project Plan	
·				
Daninian Burana			Lancard Lancard	
Decision Process			Lessons Learned	

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