



## YOUR ZUPER PERSONA TEMPLATES

*Can't get enough of your customers? Put them up on your office walls as your idols and give them the space they deserve! ☐*

- 1** Workshop together in cross-professional teams to create 3-5 personas as a tool to better empathise with your customer and other employees. Fill out the Persona Cards enclosed and let loose of that creativity of yours!
- 2** Take your personas which are simplified compressed versions of colleagues and customers to be used in their journeys they take in your touch points. This will also bring you together tighter as a team and gather around the single most important goal for your company; the human experience.

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NAME

AGE

TITLE

QUOTE

CHALLENGES

GOAL

TRAITS

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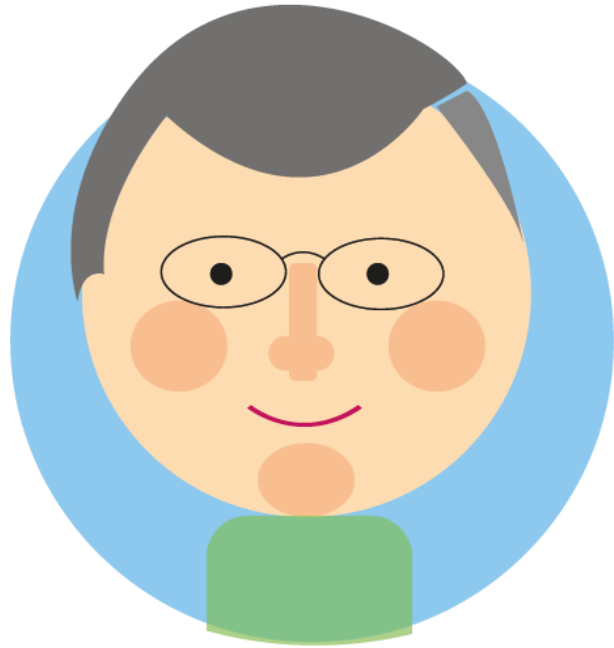
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