



KEY PAIN POINTS

LIFE GOAL

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- _____

PERSONA



NOTABLE QUOTES

“ _____ ”

“ _____ ”

ABOUT

- AGE: _____
- INCOME LEVEL: _____
- FAMILY STATUS: _____
- KEY INSIGHTS: _____
- _____
- _____

EXAMPLE



PERSONA

KHUN KIT

ABOUT

- **AGE:** 30 - 50 YRS OLD
- **INCOME LEVEL:** 40 - 80,000 BHT / MONTH
- **FAMILY STATUS:** SINGLE
- **KEY INSIGHTS:** MAINTAINS A STABLE LEVEL OF CUSTOMER TRAFFIC THROUGH WORD OF MOUTH AND REPUTATION.
- BEEN A FREELANCER FOR A LONG TIME, EVEN BEFORE ENTERING FW.
- AIMS TO GROW HIS FREELANCING BUSINESS TO FURTHER STABILISE INCOME AND REQUIRES INVESTMENT TO DO SO.

VISIONARY, HOPEFUL, CALCULATIVE

KEY PAIN POINTS

- I FIND IT TOO DIFFICULT TO MEET THE REQUIREMENTS AND PAPERWORK FOR FINANCIAL PRODUCTS.
- I FEEL THAT I NEED TO WORK VERY HARD TO HAVE THE MEANS TO SUPPORT A GROWING BUSINESS.

LIFE GOAL

- I WANT TO STABILISE MY INCOME.
- I WANT TO GROW MY BUSINESS
-

NOTABLE QUOTES

"I NEED TO INVEST IN EQUIPMENT TO EXPAND MY BUSINESS"
"I NEED TO CALCULATE, FIRST BEFORE GOING FORWARD."