

PROJECT NAME: _____ **CUSTOMER INTERVIEW: #**_____ **MEDIUM: :**_____ **DATE:** ____/____/____

RESEARCH HYPOTHESIS:_____

NAME: _____	AGE: _____	GENDER: F / M	INCOME LEVEL: _____	OCCUPATION: : _____
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DRAW THEIR CURRENT JOURNEY BELOW
(DIG DEEPER INTO PAIN POINTS, AND ASK FOR EXISTING SOLUTIONS)

NOTABLE TOUCHPOINTS _____ _____	NOTABLE CHANNELS INVOLVED _____ _____	MEMORABLE QUOTES _____ _____
GENERAL INTERESTS _____ _____ _____	MEMORABLE BEHAVIOUR _____ _____ _____	INFLUENCERS _____ _____ _____