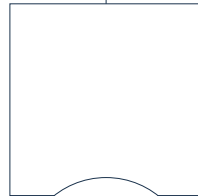


PERSONA

BESCHREIBUNG DER PERSONA

1. HINTERGRUND

4. EINWÄNDE



2. MOTIVATION

5. CUSTOMER JOURNEY

3. PAIN POINTS

6. EIGENSCHAFTEN