

# RESOURCE 2: CUSTOMER PERSONA

Use mindmapping to assist with compiling an entire day's habits and activities of your customers.

- When your customer wakes up, do they wake up with an alarm or talkback radio?
- What do they have for breakfast?
- Do they walk, ride or catch public transport to and from work?
- Do they go to the gym after work or go out for a drink with work friends?
- What type of social activities do they prefer?
- What social media channels do they prefer?
- Do they....etc?

Free mind map:  
<https://www.mindmup.com/>

