








THE MALTING HOUSE
DESIGN STUDIO
CUSTOMER PERSONA

<p>SOCIO DEMOGRAPHIC</p>  <p>ADD AN AVATAR</p> 	<p>HOME & FAMILY</p> 
<p>FRIENDS & SOCIAL CIRCLE</p> 	<p>CAREER</p> 
<p>HOBBIES, PASSIONS & INTERESTS</p>	<p>DAY IN THE LIFE</p> 
<p>DAILY PAINPOINTS</p> 	<p>MEDIA</p> 