

EMPLOYEE*Name***DIANA***Persona details*

- EARLY THIRTIES
- SEEKING EXCITEMENT
- LIKES BUILDING RELATIONSHIPS
- LOVES YOGA AND FOREIGN CULTURES

INSIGHT*Moment need***NEW ATTITUDE****INSIGHT***Emotional need***NEW BEHAVIOUR****COMPANY***Name***ZIVIZ***COMPANY ATTRIBUTE*

- INTERNATIONAL PLAYER
- STRONG REPUTATION
- AMBITIOUS GROWTH

ISSUE / OPPORTUNITY**IMPACT****TREND****SBO****INTERNATIONAL GROWTH****INNOVATION***New Experience**Enabled By*