PERSONA CANVAS







Age:

Work:

Family:

Location:

Personality

Introvert	Extrovert
Thinking	Feeling
Sensing	Intuition
Judging	Perceiving



MOTIVATIONS & GOALS

FRUSTRATIONS

BIO

Why this persona?

Research

Success criteria





PERSONA CANVAS







Age: 1-100

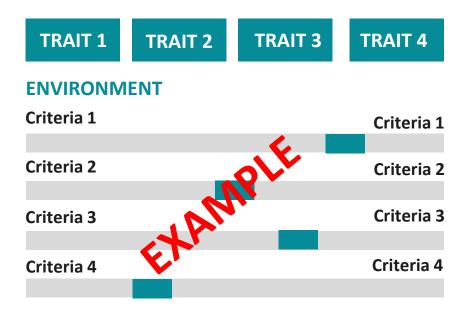
Work: Job title

Family: Married, kids, etc.

Location: City

Personality





MOTIVATIONS & GOALS

- The motivations, interests and personal preferences that guide the user
- Values and activities that motivate the persona
- A task that needs to be completed, a goal that needs to be reached or an experience to be felt

FRUSTRATIONS

- The challenges this user would like to avoid
- An obstacle that prevents this user from achieving their goals
- Problems with the available solutions

BIO

A short paragraph to describe the user journey. It should include some of their story leading up to a current case. It may be helpful to incorporate information across the template and add pertinent details that may have been left out.

Why this persona?

- What decisions do we need to make?
- How will this persona help?
- How does this persona change our process?

Research

 What research or data informs our decisions and persona?

Success criteria

 How will we know our user or personas are serving their purpose?



