PERSONA CANVAS

energy living lab

cet Partnership

Age:

Work:

Family:

Location:

Personality

Introvert   **Extrovert**

Thinking   **Feeling**

Sensing   **Intuition**

Judging   **Perceiving**

ENVIRONMENT

MOTIVATIONS & GOALS

FRUSTRATIONS

BIO

Why this persona?

Research

Success criteria

PERSONA CANVAS

"A quotation that captures this user's personality"

Age: 1-100

Work: Job title

Family: Married, kids, etc.

Location: City

Personality

Introvert — **Extrovert**

Thinking — **Feeling**

Sensing — **Intuition**

Judging — **Perceiving**

| TRAIT 1 | TRAIT 2 | TRAIT 3 | TRAIT 4 |

ENVIRONMENT

Criteria 1 — **Criteria 1**

Criteria 2 — **Criteria 2**

Criteria 3 — **Criteria 3**

Criteria 4 — **Criteria 4**

EXAMPLE

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?