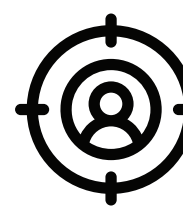






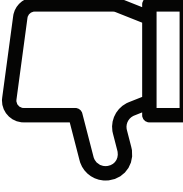






PERSONA CANVAS

Persona Name:

Product / Service / Business Line:

Demographics <i>Getting to know our persona</i> 	Personality <i>How do you rank the persona on each of the following personality variables?</i> 	Motivations <i>What motivates the persona to get involved?</i> 	Preferred Channels <i>How can we reach & engage with the persona?</i> 
 <p>Persona Name</p> <p>Title</p> <p>Functional Area</p> <p>Age</p> <p>Location</p> <p>Bio</p>	<p>EXTROVERT INTROVERT</p> <input type="text"/> <p>THINKING FEELING</p> <input type="text"/> <p>CONTROL ENTREPRENEURIAL</p> <input type="text"/> <p>PRACTICAL VISIONARY</p> <input type="text"/> <p>CONSERVATIVE INNOVATIVE</p> <input type="text"/>	<p>INCENTIVE</p> <input type="text"/> <p>FEAR</p> <input type="text"/> <p>ACHIEVEMENT</p> <input type="text"/> <p>GROWTH</p> <input type="text"/> <p>POWER</p> <input type="text"/> <p>SOCIAL</p> <input type="text"/>	<p>TRADITIONAL MEDIA</p> <input type="text"/> <p>ONLINE, SOCIAL & MOBILE MEDIA</p> <input type="text"/> <p>EMAIL & PHONE</p> <input type="text"/> <p>REFERRALS</p> <input type="text"/> <p>FACE-TO-FACE / PHYSICAL EVENTS</p> <input type="text"/>
Interests <i>What are the personal interests of the persona? e.g. sports, hobbies, books, brands, affiliations</i> 	Goals <i>What are the professional goals and needs of the persona?</i> 		Pains <i>What are the professional pains and fears of the persona?</i> 
Quote <i>What quote would best describe the persona?</i> 	Key reason to Buy <i>What is the persona's key reason to buy & use your product(s)/service(s)?</i> 	Deal-Maker <i>What would most likely contribute to making a successful deal with the persona?</i> 	Deal-Breaker <i>What would most likely kill a deal right on the spot for the persona?</i> 
<p>“</p> <p>”</p>			



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