

# PERSONA CANVAS

**NAME:**

**PROFESSION:**

**AGE:**

**LIVES:**

**MARITAL STATUS:**

**CHILDREN:**

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## BACKGROUND STORY

Get to know your business persona better by providing a factual background story.

**VISUALISE**  
Sketch your human

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## KEY THOUGHTS

Regarding your business challenge, what are your persona's mayor thoughts on the subject?

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## GOALS & NEEDS

What is important to your persona and what are they trying to do?

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## PROCESS

What are they doing to meet their goals and needs, and what are the barriers they face?

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## OPPORTUNITY

During the process of reaching their goals or meeting needs, what can be improved?

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## MARKET SIZE

How many people fit your newly found persona within the market?  
How does it relate to other persona's or segments?

## DIGITAL BEHAVIOR:

Where does your persona spend most of his/her time online? Which channels and devices?