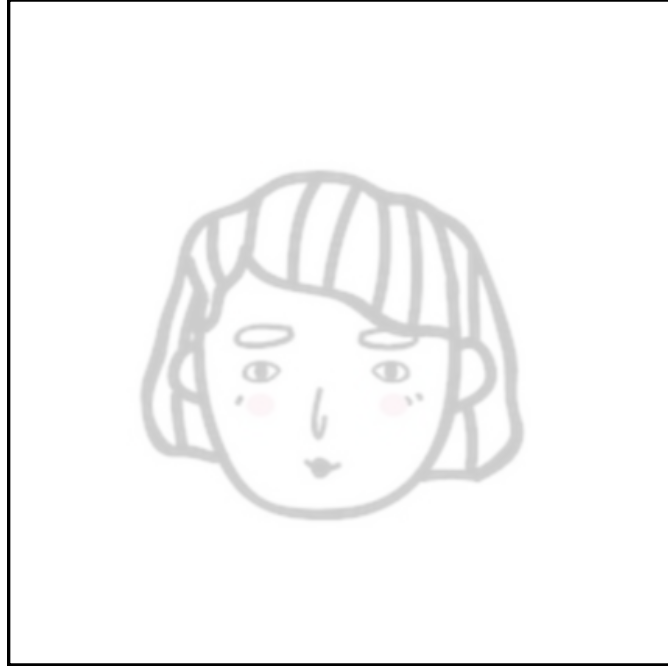# Persona Canvas

Name:

Age:

Gender:

Place of Residence:

Family Status:

Background:

Description, role, duties,
professional environment, etc.

Jobs-to-be-done

Which tasks (goals) are in focus? Which accompanying tasks are relevant?

Gains

To what extent do the current products / services make the customer happy?

Pains

What causes a bad feeling with the current products? What worries arise?

Motivation

What motivation does the persona
have to use a future service?

Personality

Personality Description

Ξmpatic