


PERSONA CANVAS

Persona type

TN 

Author

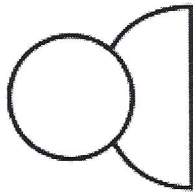
inova (PS)

Date

22.07.2018

BDT

Priority ☒ PRIMARY ☒ SECONDARY



Statement/behaviour

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Name Rodrigo
Age 40
Occupation eng. software
Location São Paulo, 20º andar
Status single

Bio

carreira técnica,
aprendeu 80%
do que usa depois
de formado.

Personality

EXTROVERT ☒ INTROVERT ☒
SENSING ☒ INTUITION ☒
THINKING ☒ FEELING ☒
JUDGING ☒ PERCEIVING ☒
PASSIVE ☒ ACTIVE ☒

What makes me get involved

INCENTIVE ☒ FEAR ☒
ACHIEVEMENT ☒ GROWTH ☒
POWER ☒ SOCIAL ☒

Fave brands/apps/influencers

Apple, Matrix,
Batman

Devices and platforms

Laptop, desktop

Technology expertise

IT & INTERNET ☒
SOFTWARES ☒
MOBILE APPS ☒
SOCIAL NETWORKS ☒
INTERNET OF THINGS & VIRTUAL REALITY ☒

Goals

carreira prosperar e
previsível
manter-se atualizado
cultivar plano B
evangelizar seguidores
contratar jovens

Top reason to use your product/service (USP)

curiosidade, postar
consolidar-se

Dealbreaker

custo/benefício desfa-
vorável

Where to reach me

TRADITIONAL ADS & DIRECT MAIL ☒
ONLINE ADS & EMAIL ☒
BLOGS & SOCIAL MEDIA ☒
REFERRALS ☒
PHYSICAL LOCATION/EVENTS ☒

Pain points

ficar por trás
ficar bloqueado na
carreira
perder empregabilidade

Relationship with your product/service

