

# PERSONA CANVAS

Persona type

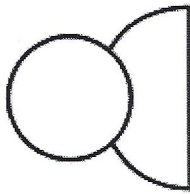
NN 

Author Isabela CPS

Date 02.07.2016

BDT

Priority ☒ PRIMARY ☐ SECONDARY



Statement/behaviour

”

Name Gabi  
Age 26  
Occupation eng. - Computação  
Location São Paulo  
Status start up!

Bio

moradora a gabrielles,  
professora, feminista,  
empresária, voluntária,  
blogger

Personality

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

Technology expertise

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

Where to reach me

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

What makes me get involved

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

Goals

influenciar pessoas  
passar ideias  
melhorar o ambiente  
retornar para a socie  
dade  
empoderar mulheres

Pain points

burocracia  
preconceito  
individualismo  
política tradicional

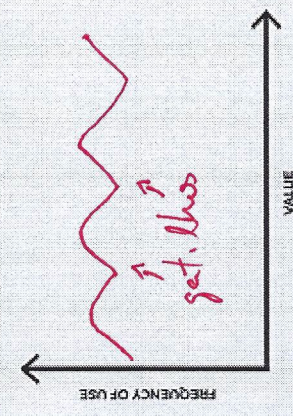
Fave brands/apps/influencers

Apple, Frida, Maudle,  
Nietzsche

Top reason to use your product/service (USP)

modern ideas  
influenciar

Relationship with your product/service



Devices and platforms

Insta, Facebook  
Mobile. Laptop

Dealbreaker

burocracia  
outros valores