

PERSONA CANVAS

Persona type

TT



Author

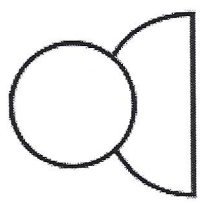
ivova CPS

Date

02. out. 2018

BDT

Priority ☐ PRIMARY ☒ SECONDARY



Statement/behaviour

”

Name Paulo
Age 58
Occupation empresário
Location interior SP
Status casado, 4+

Bio

tem petizinhos
curto superior
filhos
tem sucesso nos
anos 80 e 90.

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

mídia tradicional
caminhoneiros

Devices and platforms

Mobile (80%)
Laptop (20%)

Technology expertise

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

Goals

• conforto material
• manter lidançan
• influenciar jovens
• entender os filhos

Top reason to use your product/service (USP)

conectar com jovens
"modernizar-se"

Dealbreaker

sentir-se desqualificado,
experto, antigo

Where to reach me

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

Pain points

• pouca afinidade e
insigurança com
nova economia
• medo/indignação de
perder referências

Relationship with your product/service

← Sempre usará pouco
FREQUENCY OF USE
VALUE
→

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