

# PERSONA CANVAS

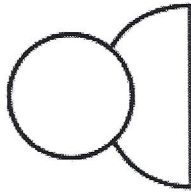
Persona type NT

Author nova CPS

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BDT

Priority ☒ PRIMARY ☒ SECONDARY



Statement/behaviour

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Name Carlos  
Age 52  
Occupation consultor  
Location SP - Zona Sul  
Status 20 caravanta

Bio

gestor competente,  
vivencia grandes  
mudanças na carreira  
e no plano pessoal

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

S. Jobs; Linux  
Jeep; Singularity Univ

Devices and platforms

Android; google

Technology expertise

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

Goals

• voltar ao mercado  
• mostrar serviço  
• mostrar que sabe  
• aprender  
• ser visto

Top reason to use your product/service (USP)

• networking, valorização  
• JOBS! BADDIES!

Dealbreaker

→ Racional  
• valor de meus tickets  
• valor de mais tempo

Where to reach me

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

Pain points

• frustração  
• burocracia  
• não ter poder e ins,  
trunentos para mudar  
• auto-estima em  
declínio

Relationship with your product/service

