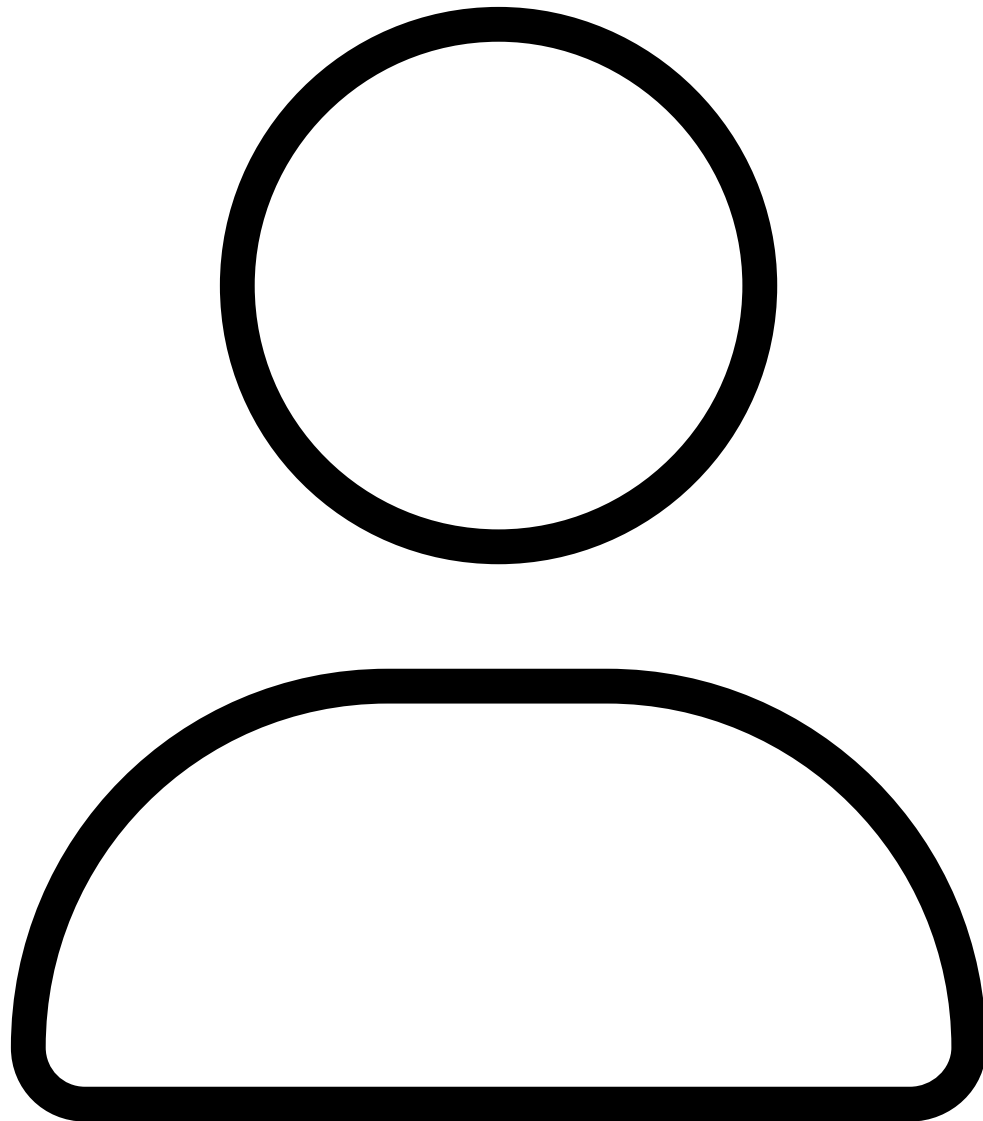


PERSONA CANVAS

	<p>Personality</p> <div><div>EXTROVERTINTROVERT</div><div>SENSINGINTUITION</div><div>THINKINGFEELING</div><div>PASSIVEACTIVE</div></div>	<p>Technology Expertise</p> <div><div>IT &amp; INTERNET</div><div>SOFTWARE</div><div>MOBILE APPS</div><div>SOCIAL NETWORKS</div></div>	<p>Goals</p> <p>To be able to use the webpage to update any relevant information about the branch to aid customer experience</p>
<p>Name</p> <p>Mary Mcdonald</p>	<p>Proto-Persona Assumptions</p> <p>Has a busy job and wants to be able to easily use the webpage to perform various tasks</p>	<p>Top Reasons to use your service</p> <p>Part of her role as bank manager is updating the system to add, delete or alter any information about the Branch or ATMs</p>	<p>Pain Points</p>
<p>Age</p> <p>46</p>		<p>Dealbreakers</p> <p>Needs lots of visual aid</p>	
<p>Occupation</p> <p>Branch manager</p>			
<p>Location</p> <p>Manchester</p>			
<p>Bio</p> <p>Bank branch manager who has a short temper and isnt keen on technology</p>		<p>Relationship with your service</p> 