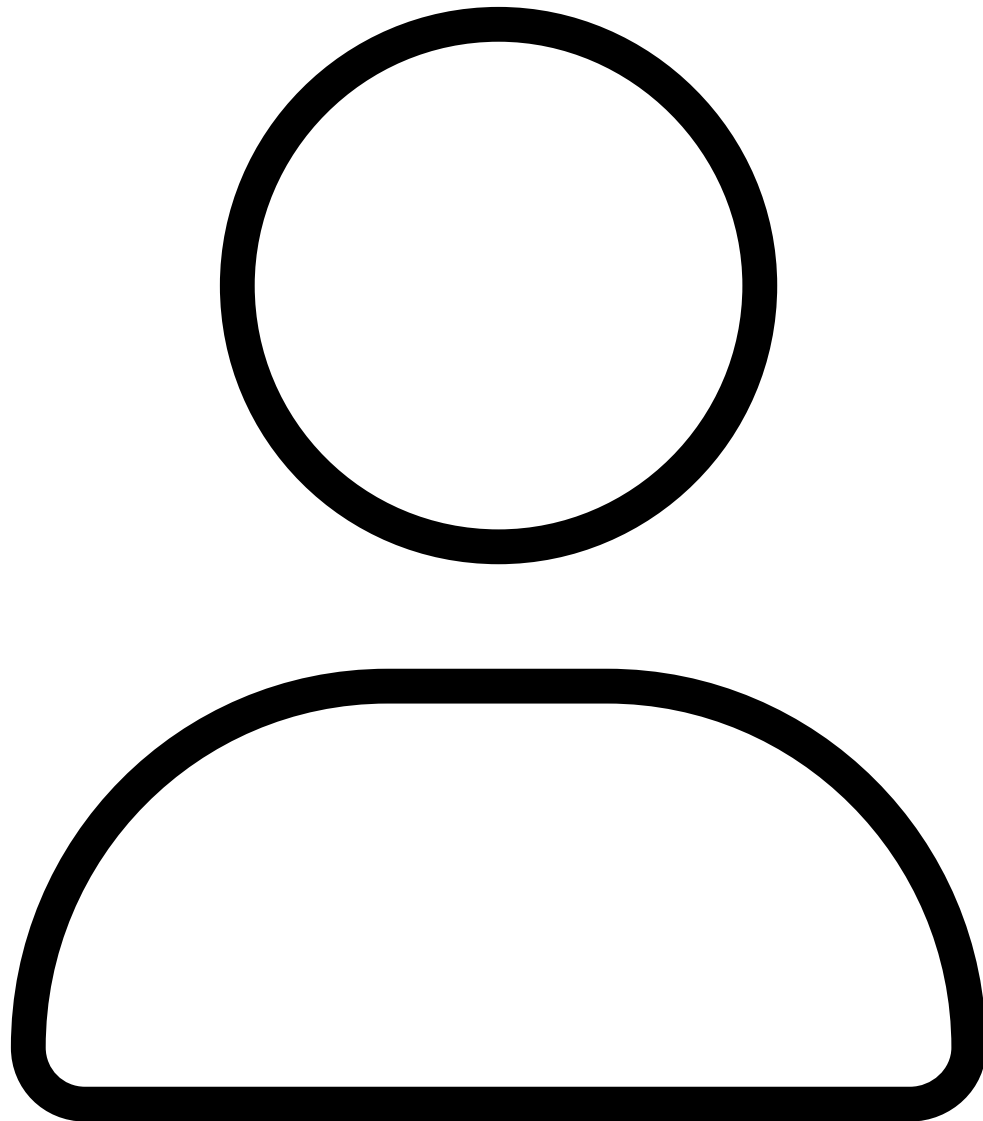


PERSONA CANVAS

<div></div>	<div>Personality</div> <div><div>EXTROVERTINTROVERT</div><div>SENSINGINTUITION</div><div>THINKINGFEELING</div><div>PASSIVEACTIVE</div></div>	<div>Technology Expertise</div> <div><div>IT &amp; INTERNET</div><div>SOFTWARE</div><div>MOBILE APPS</div><div>SOCIAL NETWORKS</div></div>	<div>Goals</div> <div>To be able to see the nearest branch or ATM with wheelchair access</div>
<div>Name</div> <div>John Smith</div>	<div>Proto-Persona Assumptions</div> <div>Will not want to worry about whether a branch will have wheelchair access or not and does not particularly enjoy visiting the bank.</div>	<div>Top Reasons to use your service</div> <div>Needs to see ATMs and branches that are wheelchair friendly</div>	<div>Pain Points</div>
<div>Age</div> <div>36</div>		<div>Dealbreakers</div> <div>Needs branches to be wheelchair accessible</div>	
<div>Occupation</div> <div>Unemployed</div>			
<div>Location</div> <div>London</div>			
<div>Bio</div> <div>Wheelchair user</div>		<div>Relationship with your service</div> <div><div>VALUE</div><div>FREQUENCY OF USE</div></div>	