PERSONA CANVAS

Name
Jimmy Henderson

Age
19

Occupation
Student

Location
Edinburgh

Bio
Maths student who works a part time job as a waiter where he receives lots of cash tips. Visits ATMs frequently. His favourite burger van is also cash only so always has a need to carry cash.
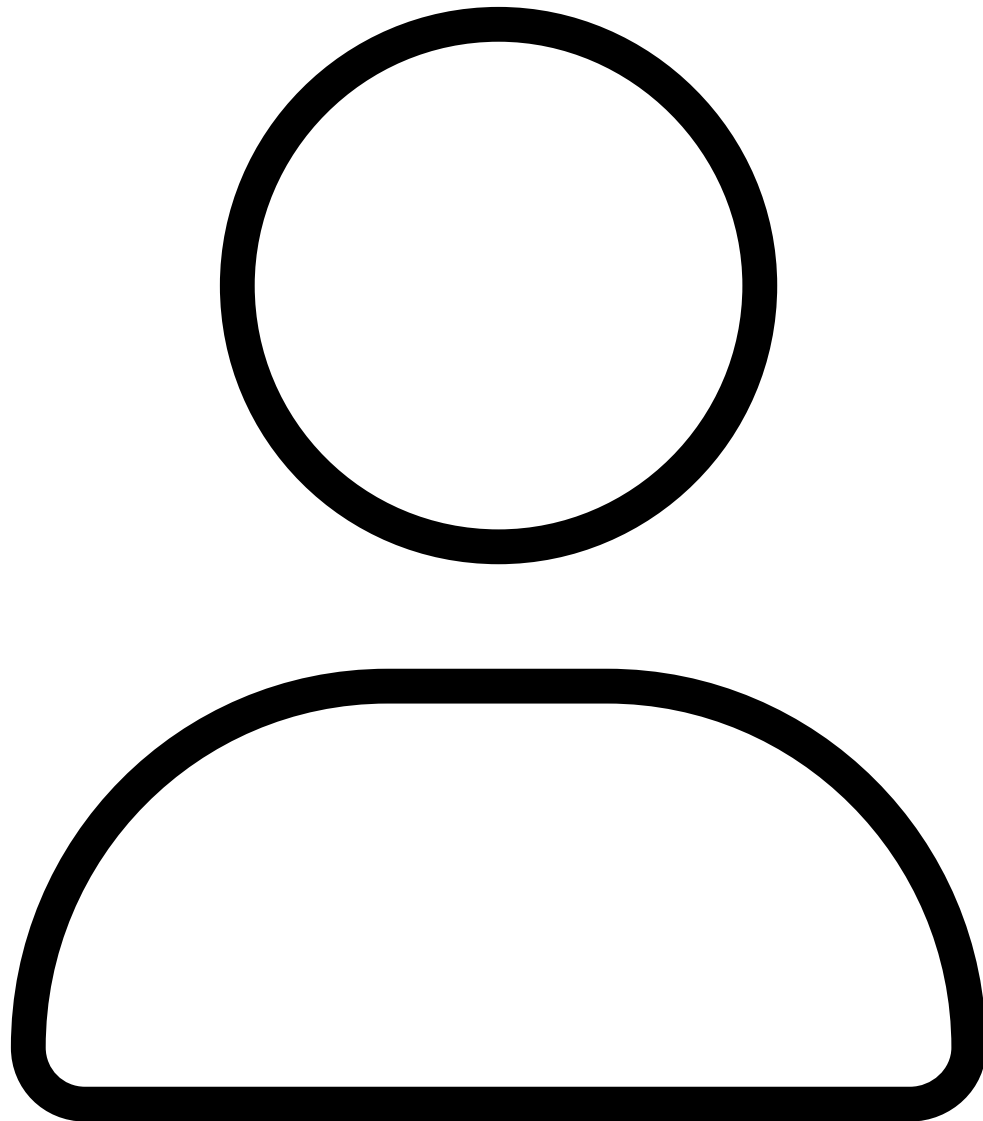
Personality

EXTROVERT — INTROVERT

SENSING — INTUITION

THINKING — FEELING

PASSIVE — ACTIVE

Technology Expertise

IT & INTERNET

SOFTWARE

MOBILE APPS

SOCIAL NETWORKS

Proto-Persona Assumtions
Is young and active so doesn't mind visiting ATMs a lot. Relatively acute with technology.

Top Reasons to use your service
Wants to see nearest ATMs.

Dealbreakers
Works late so needs to know what ATMs and branches open late.

Goals
Wants to see the nearest ATMs open near him so he can deposit cash after work.

Pain Points

Relationship with your service

VALUE

FREQUENCY OF USE