







Persona Canvas

	Persona Type	Author	Date	Project
<div>Name <input type="text"/></div> <div>Age <input type="text"/></div> <div>Gender <input type="text"/></div> <div>Job/title <input type="text"/></div> <div>Quote <input type="text"/></div> <div>Technology used / Favorite Apps / Games respectively</div> <div><div></div><div></div></div>	<div><div>My Personality</div><div>Extraversion</div><div><div></div><div></div><div></div></div><div>Dependability</div><div><div></div><div></div><div></div></div><div>Agreeableness</div><div><div></div><div></div><div></div></div><div>Emotional Stability</div><div><div></div><div></div><div></div></div><div>Openness</div><div><div></div><div></div><div></div></div></div>	<div>My Specific Knowledge/Proficiency</div>	<div>My Context of Usage and Accessibility Issues</div>	
	<div>My Psychographics (including social class, social group status, beliefs, general/specific attitudes, emotions)</div>	<div>My Product's/Business' Relationship (user status, usage rate, loyalty status, buying readiness, attitude toward product)</div>	<div>My Relationship to the Business (employee, partner, supplier, customer, etc.)</div>	
<div>My Biographic Background (including geographic and demographic profile)</div>		<div>My Specific Goals/Needs - Pains (frustrations, trigger(s) for inaction or resistance)</div>		
		<div>My Specific Goals/Needs- Gains (Usage goals, emotional goals, "Big picture" goals, motivations, needs , trigger(s) for action, how is value defined?)</div>		