



Says

What have we heard them say?
What can we imagine them saying?

Open
canva.launch
canva. And
search for
"Invitation"

Narrow down
your search by
specifying the
specific occasion
the invite is for....

Look for the
best
template.



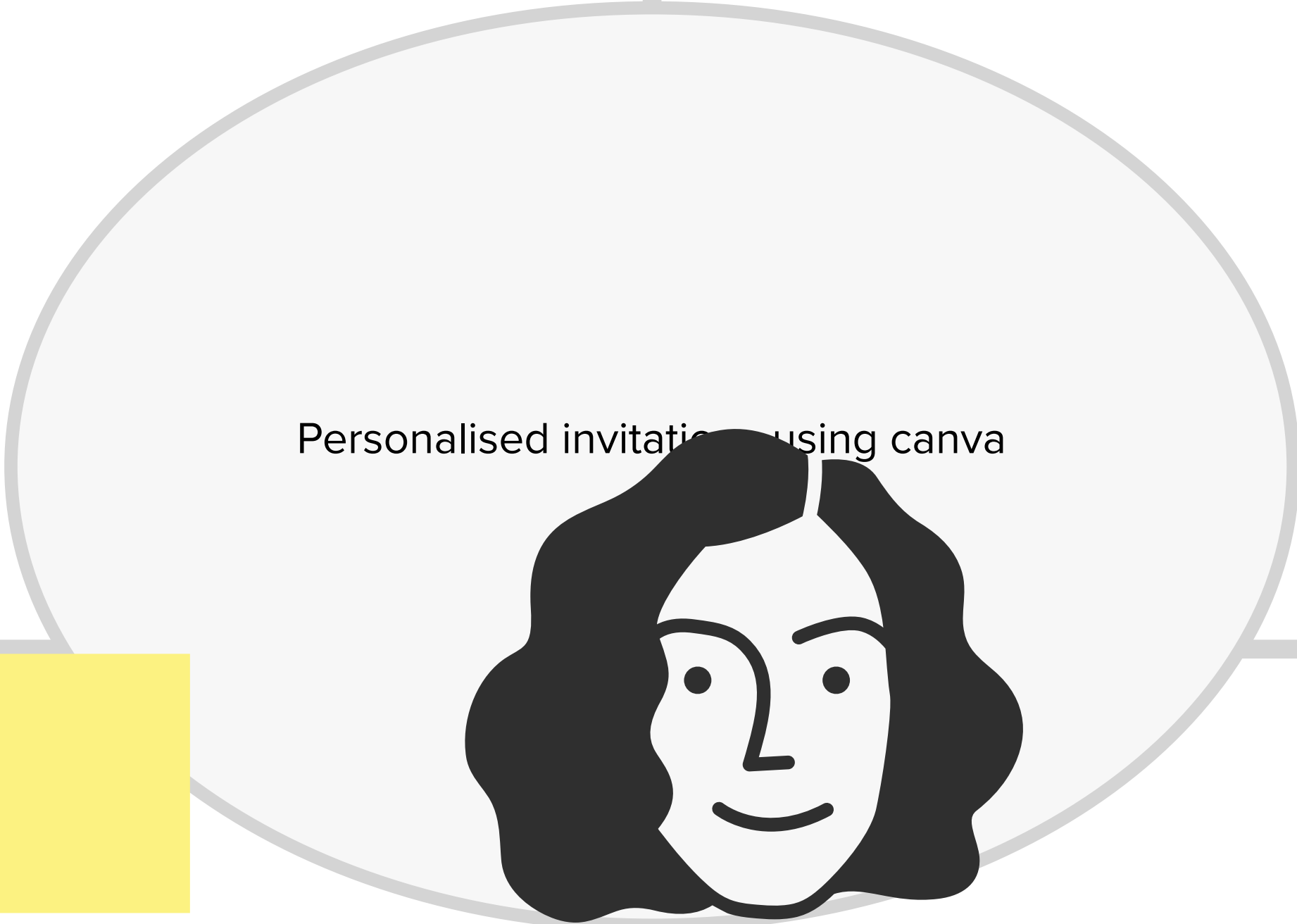
Thinks

What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?

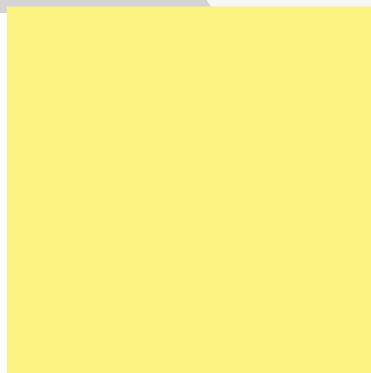
Create epic
party
invitation
with canva

You can have
your customized
flyers printed and
delivers through
canva.

Use canva to
create a
custom
birthday
invitation



Short summary of
the persona



Add images
and text.

Other
elements
move to
your design

Using the
drag-and-
drop tool
select image

Print on
your phone

Customize a
bit more.

Share to
your user



Does

What behavior have we observed?
What can we imagine them doing?



Feels

What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?

See an example