



Says

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



Thinks

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



Persona's name
Short summary of the persona

A real wildcard option for digital wedding invitations is creating a video wedding invitation.

You can create a video from designs so they appear as an animated video.

The best thing about video in Canva is that all the effects and tools you've used in the normal editor carry across.

Canva's invitation creator has a template for every occasion, from birthdays to charity events, from weddings

Say goodbye to generic invitation cards that will be easily forgotten.

Simply choose a template, add your details, customize the images, and choose page borders, colors, and fonts.

Whether you're celebrating a birthday, relationship milestone or major life change,

designing your invitations is a great way to add a more personal touch.

Not only do you get more freedom over the design, but it feels all the more special for guests to receive an invitation

Perfect for everyday use, with an exact color match and a smooth writable surface.

Smooth, vibrant, non-writable surface, protected against dirt and wear.

Classic and more natural-looking paper finish, with a perfectly writable surface.



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