THE PERSONA CANVAS

Designed for:

Date:

PROFILE DATA &	PERSONALITY &	PRODUCTS/SERVICES Gen Creetors Poin Relievers	TRENDS 🖾
JOBS(S)	PAINS	GAIN	NS .
POSITIONING STATEMENT :	PAIN RELIEVERS Pain Reserve	Pain Retuceds Pain Retuceds	I CREATORS
BRAND	CHANNELS **.	COMMUNICA	ATIONS