

Persona Canvas

Persona Steckbrief	Skizziere deine Persona	Personaverhalten	Pains
<p>Name:</p> <p>Age:</p> <p>Sex:</p> <p>Residence:</p> <p>Occupation:</p> <p>Marital status:</p>		<p>Interests: Social</p> <p>Environment (Sinus-Milieu):</p> <p>Mindset:</p>	<p>Which "pains" does the persona have in the context of your idea?</p>
<p>Jobs to be done</p>		<p>Gains</p>	
<p>What demands does the persona place on your solution? (functional, social, and emotional jobs)</p>		<p>Berührungspunkte mit deiner Idee</p>	<p>Which positive experiences does the persona have in the context of your idea?</p> <p>Where and how does the persona inform itself?</p> <p>What happens before and after interacting with your product/ service?</p> <p>Who influences the purchase/ usage decision?</p>