A4 / A3

PERSONA CANVAS

Quote:

Name, Age:

Characteristics:

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*Optionally: Add your own context topic, specific to your case, if needed.

Jobs-to-be-done (e.g. Complete a task quickly; save money; learn a new skill)

Pains (e.g. Too much manual work; lack of time; complicated processes)

Gains (e.g. Save time; lower costs; have more control; improve quality)

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Description:
The **Persona Canvas** is a tool that creates a representative profile of a target user by combining key characteristics, jobs-to-be-done, pains, and gains. It helps teams build a shared understanding of users and design solutions around their needs, challenges, and desired outcomes.

How to use this template:
1. **Define the context:** Add a picture/drawing (circle), representative quote, name, age, role/function, and key characteristics about the persona.
2. **Identify jobs-tobe-done:** Describe what the persona is trying to achieve or accomplish.
3. **Identify pains:** Capture the main problems, frustrations or obstacles they experience.
4. **Identify gains:** Capture the outcomes, benefits or improvements they value most.