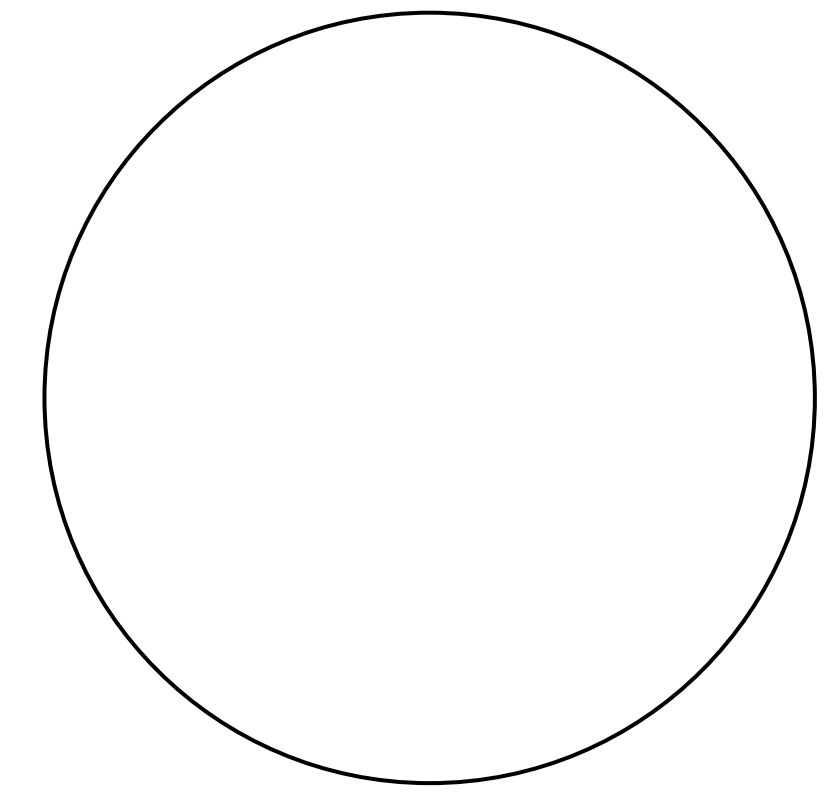


PERSONA CANVAS



Quote:

Name, Age:

Characteristics:

*

*

*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)

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-to-be-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.