

Persona Canvas

Empathize with your customer

My Photo

Select a photo of me



Who Am I?

My social environment, personality and dreams



Team

Reasons to Engage

Why should I be interested in you?



My Name

Give me a name



Jobs I Need To Do

What I seek to accomplish



Reasons Not To Engage

Why should I ignore you?



Customer Segment

Who do I represent?



<https://hbr.org/2016/09/know-your-customers-jobs-to-be-done>