

PERSONA CANVAS



The Persona Canvas is a large rectangular frame containing a central figure of a person with a heart on their chest. The figure is drawn with solid lines for the head, hands, and feet, and dashed lines for the torso and arms. The heart is a simple outline. Surrounding the figure are six sections, each with a title and a brief description. At the top left is a cloud icon, and at the top right is a sun icon. At the bottom center, there are two lines for 'NAME' and 'ROLE'. The sections are: 'NEGATIVE TRENDS' (Negative trends from the environment), 'POSITIVE TRENDS' (Positive trends from the environment), 'HEADACHES' (Professional and work related issues), 'NEED' (What does this person really want?), 'OPPORTUNITIES' (Professional and work related positive outcomes), and 'FEARS' (Personal issues) and 'HOPES' (Personal goals and hopes).

NEGATIVE TRENDS
Negative trends from the environment

POSITIVE TRENDS
Positive trends from the environment

HEADACHES
Professional and work related issues

NEED
What does this person really want?

OPPORTUNITIES
Professional and work related positive outcomes

FEARS
Personal issues

HOPES
Personal goals and hopes

NAME _____

ROLE _____