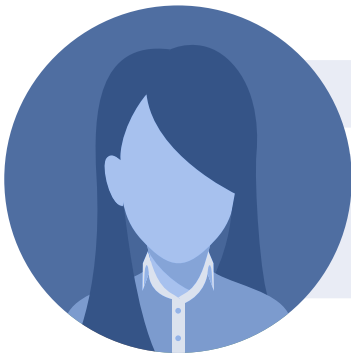


Customer Persona Canvas

Company Name _____

Date _____



Information Sources

Books/Magazines:

Blogs/Podcasts:

Events:

Associations/Memberships:

Gurus/Experts:



Demographics

Age:

Income:

Education:

Location:



Personal Traits

Interests & Hobbies:

Favorite Brands:

Values:



Professional

Title:

Company Size:

Reports To:

Tools, Software, & Apps:



Goals & Challenges

Goals:

Challenges: