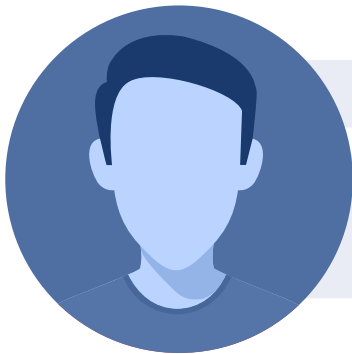


# Customer Persona Canvas

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: