Customer Persona Canvas

A one page view of our customer to help us empathise with them

Customer picture and name	**Customer's background**	**Customer's outcome**
Who is the customer?	What is the customer's cultural background?	What outcome are they seeking? Have they used our product to achieve that outcome?

Family situation	**Career situation**	**Community situation**
Is the customer married or single? Do they have children or care for elderly relatives?	What sort of work does the customer do? How senior are they in their career?	How does this customer engage with their local, professional or other community?

Pains	**Gains**
What causes them pain in trying to achieve their outcome?	What are they seeking to get out of interacting with our product?