Visitor Persona Canvas

My Personality
- Extrovert
- Introvert
- Thinking
- Feeling
- Judging
- Perceiving
- Passive
- Active
- Influenced
- Influential
- Flexible
- Steadfast

My Confidence with Technology
- Web
- Computer software
- Mobile apps
- Social networks
- Virtual reality
- Online ads & email
- Blogs & social media
- Friends, family & colleagues
- Events

My Channels
- Posters, brochures & direct mail
- Web
- Posters, brochures & direct mail
- Computer software
- Mobile apps
- Social networks
- Virtual reality
- Online ads & email
- Blogs & social media
- Friends, family & colleagues
- Events

My Goals

My Drivers
- Value for money
- Socialising
- Learning
- Fear of missing out
- New experiences
- Achievement
- Contributing

My Opinion about

My Pain Points

My Dealbreaker

My Devices

Brands that I Respect

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