
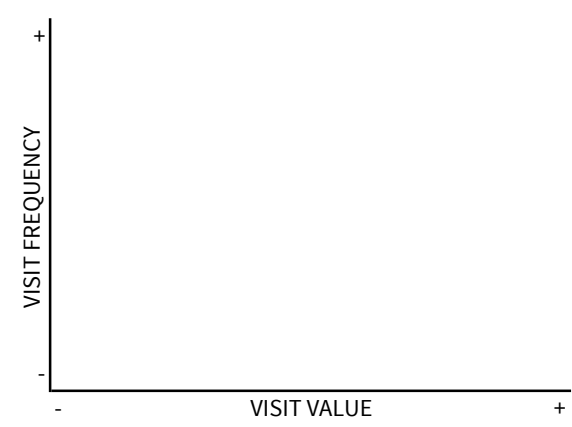


# Visitor Persona Canvas

Author \_\_\_\_\_

Date \_\_\_\_\_

<p><b>Priority</b>      Primary <input type="checkbox"/>    Secondary <input type="checkbox"/></p>  <p>7'0" _____ 7'0"          6'6" _____ 6'6"          6'0" _____ 6'0"          5'6" _____ 5'6"          5'0" _____ 5'0"          4'6" _____ 4'6"          4'0" _____ 4'0"          3'6" _____ 3'6"          3'0" _____ 3'0"</p> <p><b>Occupation</b> _____      <b>Age</b> _____</p> <p><b>Location</b> _____</p> <p><b>Status</b> _____</p>	<p><b>My Personality</b></p> <p>Extrovert _____ Introvert _____</p> <p>Thinking _____ Feeling _____</p> <p>Judging _____ Perceiving _____</p> <p>Passive _____ Active _____</p> <p>Influenced _____ Influential _____</p> <p>Flexible _____ Steadfast _____</p>	<p><b>My Confidence with Technology</b></p> <p>Web _____ +</p> <p>Computer software _____ +</p> <p>Mobile apps _____ +</p> <p>Social networks _____ +</p> <p>Virtual reality _____ +</p>	<p><b>My Channels</b></p> <p>Posters, brochures &amp; direct mail _____ +</p> <p>Online ads &amp; email _____ +</p> <p>Blogs &amp; social media _____ +</p> <p>Friends, family &amp; colleagues _____ +</p> <p>Events _____ +</p>
<p><b>My Opinion about</b></p> <p>_____</p> <p>“ _____ ”</p>	<p><b>My Drivers</b></p> <p>Value for money _____ +</p> <p>Socialising _____ +</p> <p>Learning _____ +</p> <p>Fear of missing out _____ +</p> <p>New experiences _____ +</p> <p>Achievement _____ +</p> <p>Contributing _____ +</p>	<p><b>My Goals</b></p>	<p><b>My Pain Points</b></p>
<p><b>My Devices</b></p>	<p><b>Brands that I Respect</b></p>	<p><b>Our Relationship</b></p> 	<p><b>Your USP</b></p> <hr/> <p><b>My Dealbreaker</b></p>

