

Persona Canvas: Useful Questions

Who is NAME?

How old is NAME?

Where does NAME live?

What is NAME's job?

Where does NAME live/shop/visit?

What are NAME's most important relationships? Children?

What does NAME do in their leisure time?

What are NAME's interests and passions?

Where does NAME get news and opinions?

What is NAME a member of?

Which charities/ causes does NAME support?

Who influences NAME?

What are NAME's biggest hopes and fears?

NAME & Your Organisation

What does NAME think of you?

What does NAME like about you?

Which part of your programme/ offer does NAME like best?

Who does NAME visit with?

What communications do they notice? are they using, where do they get their information?

What do you do to encourage NAME?

What does NAME need?

What problem could you solve for NAME?

Resources?

Time?

Social needs?

Personal creativity?