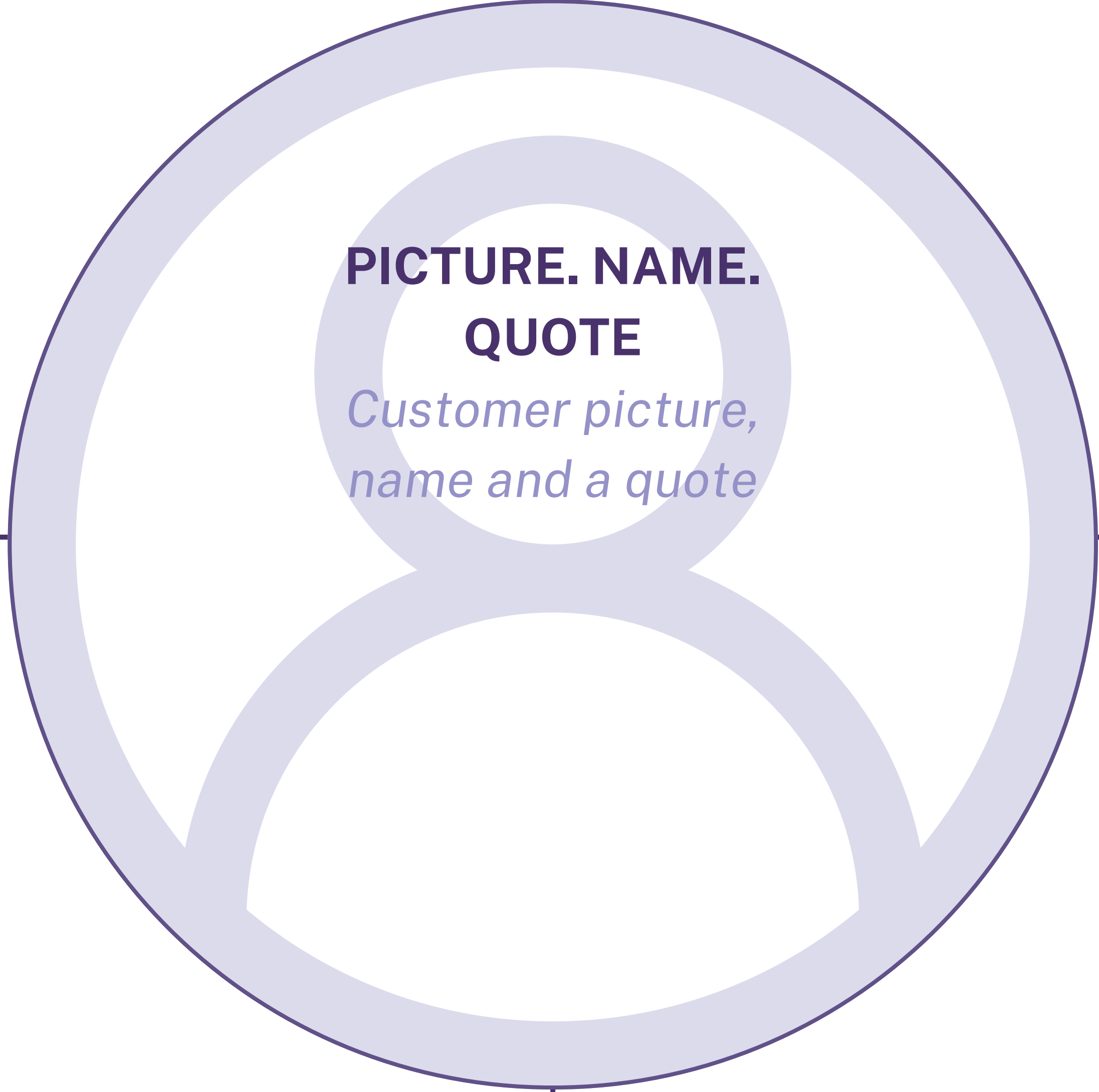


# Customer Persona Canvas

PERSONAL CHARACTERISTICS		BEHAVIORAL INSIGHTS	
<b>DEMOGRAPHICS</b> <i>Description about age, gender, location, family status</i>	<b>OCCUPATION</b> <i>Job role/ title, industry they work in, income level</i>	<b>PSYCHOGRAPHICS</b> <i>Beliefs, values, motivations</i>	<b>COMMUNICATION PREFERENCE</b> <i>Preferred channels for information and purchase</i>
			
<b>NEEDS &amp; GOALS</b> <i>What they aim to achieve from a product or service</i>		<b>PAIN POINTS &amp; CHALLENGES</b> <i>Barriers and frustrations</i>	