

Persona mapping



This exercise helps to creates archetypes to gain perspective of the world through someone else's eyes and experience. Personas are used to uncover insights of opportunity and limitation. This exercise is often used in preparation for the Customer Journey Mapping exercise.

For more information on how to use this canvas, visit wearespur.com/tools

Name		Age	
Sexuality and gender		Location	
Family		Friends and acquaintances	
Skills and abilities		Habits and routines	
Core beliefs		Personality	
Finances and resources		Limitations	

Within your context...

What do they think and feel?		What do they say and do?	
What do they hear?		What do they see?	
What are points of pain?		What do they have to gain?	