

# PERSONA CANVAS

**NEGATIVE TRENDS**  
Negative trends from the environment

**POSITIVE TRENDS**  
Positive trends from the environment

**HEADACHES**  
Professional and work related issues

**NEED**  
What does this person really want?

**OPPORTUNITIES**  
Professional and work related positive outcomes

**FEARS**  
Personal issues

**HOPES**  
Personal goals and hopes

NAME \_\_\_\_\_

ROLE \_\_\_\_\_