DIAGNOSIS: PERSONA CANVAS

LAUNCH & THRIVE

NEGATIVE TRENDS
FROM THE ENVIRONMENT

POSITIVE TRENDS
FROM THE ENVIRONMENT

HEADACHES
WORK RELATED ISSUES

OPPORTUNITIES
WORK RELATED
POSITIVE OUTCOMES

NEEDS
WHAT DOES THIS
PERSON REALLY
WANTS?

FEARS
PERSONAL ISSUES

HOPES
PERSONAL GOALS
AND HOPES

NAME
....
ROLE
....

Notes: