

# USER PROFILE CANVAS

**Name**

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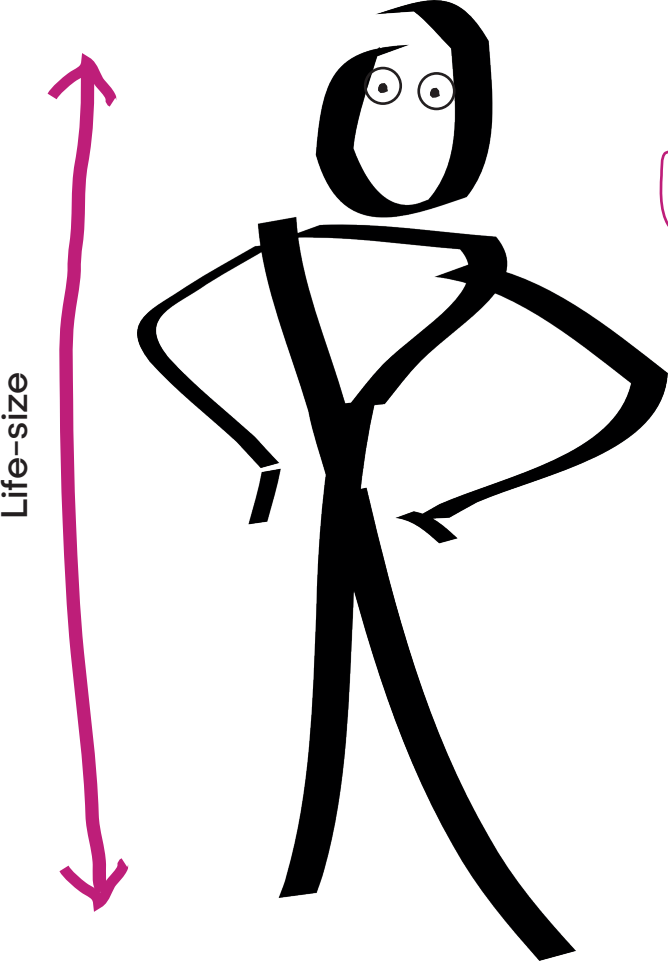
**Persona description**  
Age, gender, place of residence, marital status, hobbies, leisure time, education and training, position in the compagny, social environment, Sinus-Milieus category, way of thinking, etc.?

STORIES

STORIES

**Jobs-to-be-done**  
What task performance is supported by the product?  
What are the goals?  
Why does it make sense?

PHOTOS



**Potential Gains**  
To what extent do the current products make the customer happy?

IMAGES

**Use cases**  
How is the product used, where is it used, and by whom is it used? What happens before and after use?  
How does the customer obtain information?  
What does the purchase process look like?  
Who influences the decision?

**Potential Pains**  
What causes a bad feeling in the customer with the current products?  
What are the worries of the user?

PHOTOS

PHOTOS

STORIES

\* Source: « The Design thinking play book/ mindful digital transformation of teams, products, services, businesses and ecosystems », by Michael Lewrick, Patrick Link, Larry Leifer