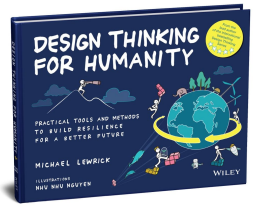
Project:
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Version & Date:

Future Persona Canvas

Quick guide: The Future Persona Canvas adapts the classic persona method, creating a detailed, fictional profile of an individual living inside a specific future scenario, to build empathy for people in worlds that do not yet exist.

More tips & tricks on book page: 144



Lewrick, M.
Design Thinking for Humanity
ISBN: 9781394366392
www.design-humanity.com

1 Future Scenario

Describe the future scenario

2 Persona

Develop the persona based on current interviews.
Imagine how the same person will operate in the future.

Profile

Who is this person?

Demographics:

How old is the person?
What is their occupation and social role in this future society?

Bio:

What is their backstory?
What significant life events led them to where they are today?

Their World:

Key Technologies: What technologies do they use daily?
What new skills have they had to learn?

Societal Norms: What are the new social rules or expectations in this future world? How do people interact with each other and with technology?



Values & Motivations

What is important, motivates and frustrates the person ?

Pains:

What are their biggest frustrations, fears, and challenges? What is the core conflict they experience in their daily life?

Gains:

What are their hopes, desires, and measures of success? What is the ideal outcome they are striving for?

Jobs-to-Be-Done:

What is the fundamental task or goal this person is trying to accomplish? What problem are they trying to solve in their life?

Day in the Life

A Narrative Description: Write a short, compelling story of a typical day for this persona. How do they navigate their routines? How do they interact with the new systems and social structures? What are the subtle human implications of this future world?

3

Tensions and Contradictions:

Where does their personal experience conflict with the promises of the future world? Where do they feel a push-and-pull between their values and the new reality?

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