

Hero Role

Hero Canvas

Segment

Objectives

Problems
Unresolved needs
Responsibilities (not shoulds)

Obstacles

Limiting Beliefs
Weaknesses
Enemies
Environment
Blockers

Questions

That must be answered for them to proceed
Exclude product-related questions

Relationships

Influencers they look up to
5 closest people

Traits

Likes, Dislikes, Strengths
Signature traits
Special Abilities

Emotions

Triggers for action
Fears and Desires
How they want to feel

Behaviours

What they do
Where they go

Date

Version