

Future Persona Canvas

SCENARIO YEAR:

Name:

Age:

Image

Occupation:

Demographic:

Profession:

Living Conditions:

Interests / Values:

Pain points / Needs:

Future Persona Canvas / SAMPLE

SCENARIO YEAR: 2050

1.

Pre-filled by Facilitator

Name: Tina

Age: 45 / born 2005

Image

Occupation: Surgeon

Demographic: Lives together with Fabian and Lukas, her 9 years old twin boys in the outskirts of Espoo. Divorced in 2049

2.

Filled by Participants

Profession:

- Surgeon operator
- Works in hybrid mode – home and at the hospital
- Oversees remote operations by validating surgeon robot decisions, trouble shoots problems and takes over if needed

Living Conditions:

- Lives in a large detached house in the suburbs
- Has a dedicated home office with all necessary tech available

Interests / Values:

- Good life/work balance
- Spirituality
- Keeping family healthy
- Grows own food in her hi-tech indoor garden
- Participates in community activities

Pain points / Needs:

- Currently overstretched in work
- Wasting resources e.g. food and energy due to hectic life
- Needs support to help sick familymember