THE STORY STRATEGY BLUEPRINT

Date ___September 6, 2015 Created for __Canva* 1. STORY 3. PRODUCT Intuitive graphic design tools that empower users to experiment and create. Creative entrepreneur without a design team. Wants to design things for use on blogs and social media. Democratise graphic design. "I can create. I can be a designer." **CUSTOMER COMPANY** Aspirational and pro-fessional desires are Design is easy, accessible. unfulfilled.

4. EXPERIENCE

2. INSIGHT