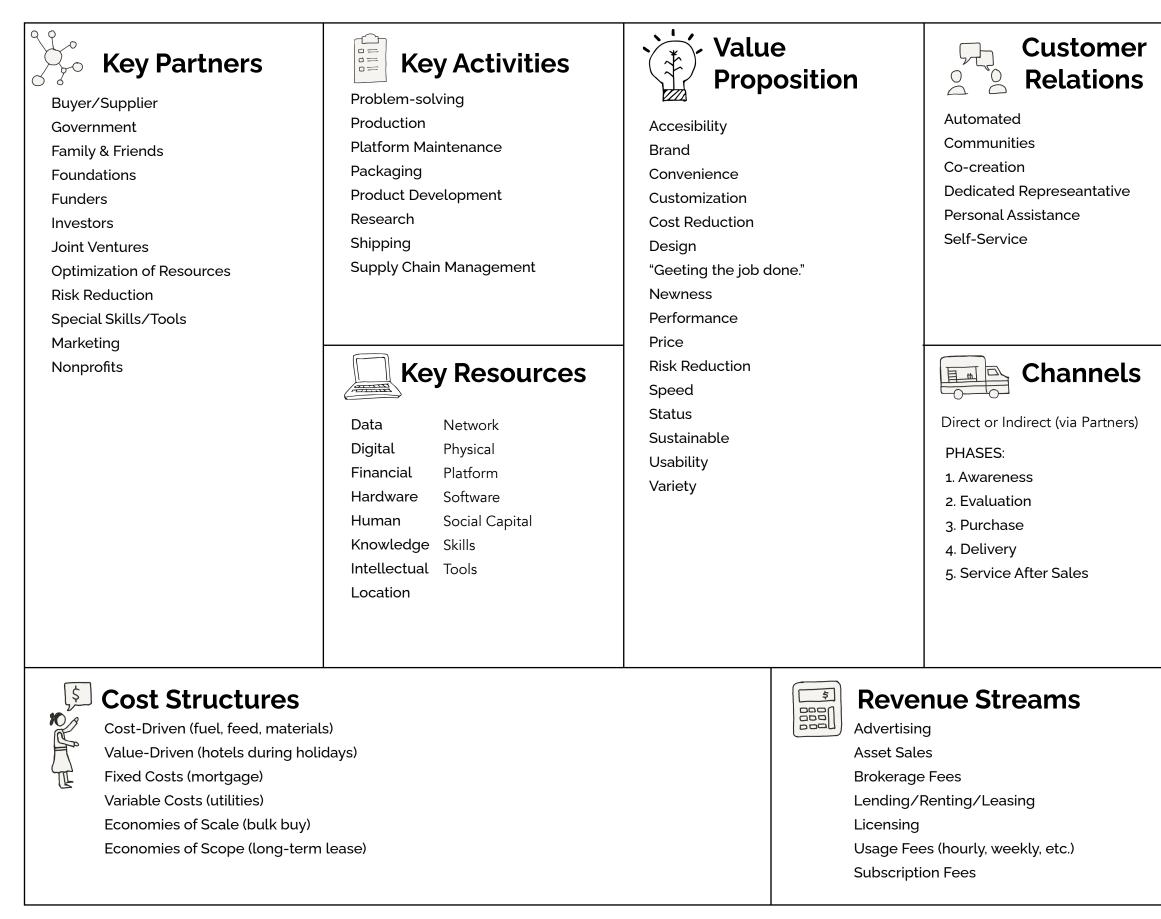
# **Business Model Canvas**





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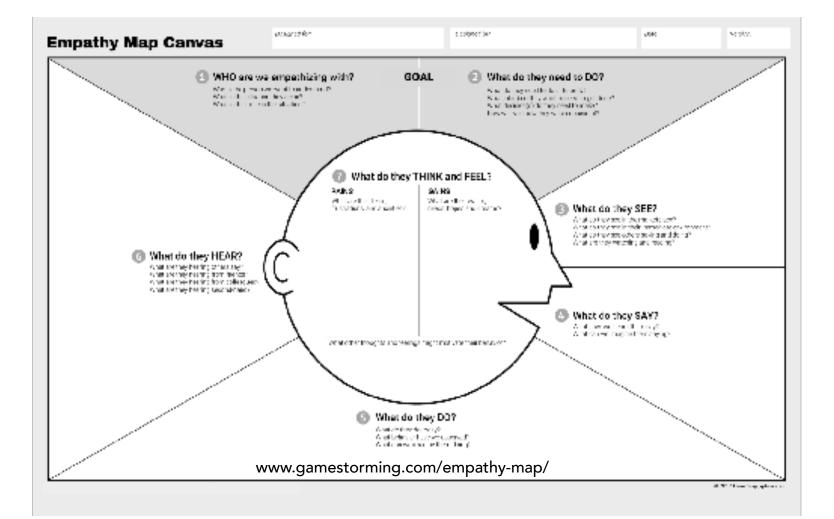
## Customer Segments

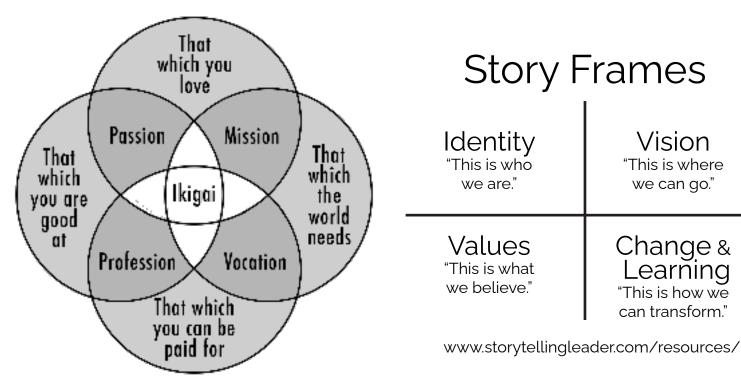
Geographic Segmentation Access Convenience Culture Habits Location/Destination Loyalty/Preference

Demographic Segmentation Age Religious Affiliation Occupation/Vet/Retired Salary

Psychographic Segmentation Identity Clan/Club/Team Gender Identity Beliefs/Values Lifestyle Social status Opinions Politics

Behavioral Segmentation Utilization Loyalties Mindfulness Events Learning Purchase Goals





www.ikigaitribe.com/ikigai/ikigai-misunderstood/

### PERSONA PROFILE

Give your Persona some backstory, contextualize their needs, and their history. What are some gaps in information, resources, or care that have brought them into contact with our health network?

Add more detail to cheste a freal sticil person Crise them a NOME and MOTTO which phoratorizes their noture attitude. or Positurition.

## XAMPLE

#### AGE and GENDER IDERTITY

LOCATION: ck. downtown Memph's, rural Munity County, suburban NashvilleS.

EDUCATIONS (egree or field).

OCCUPATION: Whe a do they work live. go te schoo ?

FAIGUY: What is their family like? Do they have siblings? Do they live a one "in a do-mitory or group home? Are they a parent or unequer?

GOALS/RECOS: What do they want to potemp is neerschally and projess and y-

HOBBIES/ACTIVITIES: What his sites books sports example sideo games or they enjoy?

FRUSTRATIONS/CHALLENGES: What barriers, imitations, or acy of resources keep them from whiteving their goars?

OTHER DETAILS: What other data is in u ence their health and behavior?

## JOURNEY MAP

Your team coded de nographie dotails to a Persona Category.

Now, bring your Persona to life! Show as how your Personal may interact, collaborate with private valide panel't from our team members, processes, data, and a halytics in the year 2021 to receive distinctive personalized care.

YDUR TASK crocke a Lackstony and a visual [journey map] that likestrates HOV your Pelsonal

1. first certe in contect with connexith systematics.

2, receives the benefits over time from the collective work of an alignee. and integrated vanderbilt liealth system

Make this a visual diagram that show inputs, interaction, doi votables, information libws and positive health outcomes

#### Example of a journey Map



#### Give them a nickname. A motifo that sums them up. Passimate Studious Stella i he "Encryone deserves achance to grow" state. DENCOMPACE -----WITCH CONSONY MADE: 4 . J. 1 Ma AND STREET, ALL AND JANES IN 1985 2 N بالعجار المالية فتوطقه BACTOR component graded AUNC IT SHERE AN ADDRESS OF ADDRESS 20000000 de casa est recententele contra en el contra en este paños e Angelo en est el contra en la se and write spectra $\tau_{\rm ext}$ as when the state of the state $\sigma^2$ that hence the relations TRUST WITCHS Things that . Note we have that the two consistent subscriptions in which the two constraints ${\bf h}$ DOM 5 which is the reducted as the reducted of the second s they are a safety of a little without all safety and the safety of the s they don't like. state of the second when the state of a part of HOSSIES/ACTIVITIES -Staty and easier CONTRACTOR OF A Accession of the second second Life Goola and the set strains - Courts cours to buy the datage or withhul a and share the prime a second whereas a set controller and be bounded. Activities flyey enjoy.

#### Other Persona Teams include:

Pre-Adoleccentoart verspectrum disorder with proving episodes of an litelicity

Adult Female: Patient Invated for Intention with current history on a balance use.

Adult Fernales post-part un depression.

Adolescent Male: Presenting to EDwith MathoPD, history of aggression

Adult MalerSer ous mertal lines: specting stag, existend helps

Adolescentoencoust gardenicentity in flog with suicidal reaction (self-neuro-

Older Matic A. Justi, milliseptive dower, risk paties for depression preventibulited self-disclosed, seeking integrated wellness plan.

Adult Males exteriors og completionnelessness, av. te medical il ness, sækt be privati the bealth restore

Adult Females reports, we backgroun Unclear weych strike riskury.

Geniatric Pemalecco morbidi, es, nue y due to fall, une agrissed bewy Body. De nei tra-

WHH. drowing of ideas.ca.