

Program Design Canvas

Your Persona

A composite picture of a real type of learner you serve, built from patterns in actual data, not a guess.

Who are they? What brought them to your program?

What's the real barrier they're navigating? (Not just the label we give it.)

What almost stops them from staying?

Pressure-Test

Before you call this persona done, check it against:

Whose voice is in the data you used, and whose isn't?

Are you describing a barrier as a personal trait ('unmotivated') when it's actually structural (no evening childcare)?

Would your most disengaged learner recognize themselves in this persona?

If you don't have formal data: what do staff and volunteers closest to your learners consistently notice?

Your Purpose

What specific transformation is this program actually for?

One-sentence purpose statement — the one you'd want a new staff member to memorize:



1 If this sparked your curiosity about program design, evaluation, and service mapping, book a discovery call to learn more about Adaptive Ascent Group coaching & integration services.

Where People Fall Away

Every learner crosses the same handful of doors: entry, early weeks, midpoint, completion. At each one, name the risk and the signal that would tell you it's happening.

Stage	What could cause someone to fall away here	One piece of data that would tell you
Entry		
Early Weeks		
Midpoint		
Completion		

Where's your program's week three?

Parking Lot

Ideas, questions, and tangents that surfaced today but aren't the work of this canvas. Capture them here so they don't get lost — and so they don't derail the draft you're building.

Frameworks referenced: IDEO Human-Centered Design Toolkit · Cooper, foundational UX persona practice · Comings, Parrella & Soricone (2000), Helping Adults Persist: Four Supports, NCSALL · Parker, The Art of Gathering (2018)



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