







CHARACTER DATA STORY CANVAS

Character data stories compare one metric (🎯 the focus of the story), for multiple characters, at the same point in time.

CHARACTERS These could be people, products, animals, countries etc.

METRICS How can I measure the differences between characters?	📍	📍	📍	📍	📍 OVERALL
					
					
					
					
					
					

BACKGROUND

What background information should my audience understand about these characters?

Is there anything I need to research further?

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