**PERSONA TEMPLATE**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **C:\Users\HUAWEI\Desktop\孙雅文\高数\t01f2c89317f47438fb.jpg** | **PERSONA PHOTO** |  | **GOALS AND MOTIVATIONS** |  | **CHALLENGES AND OBSTACLES** |
| * Help employers find evidence * Want to know the price of watches and how to use | Getting older  Not married. |
|  |  |
| **QUOTATION** | |
| **Doubt is the key to knowledge.** | |
| **NAME** | |
| Chars | |
| **AGE** | |  |  |
| 38 | | **FRUSTRATIONS** | **SOURCES OF INFORMATION** |
| **GENDER** | | Can't find the target | **BOOKS** |
| male | | **Detective** |
| **LOCATION** | | **BLOGS** |
| Japan | | **Chars** |
| **OCCUPATION** | | **CONFERENCES** |
| detective | |  |
| **JOB TITLE** | | **EXPERTS** |
| detective | | **employer** |
| **HIGHEST LEVEL OF EDUCATION** | | **MAGAZINES** |
|  | | **detective** |
| **ANNUAL INCOME** | | **WEBSITES** |

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