**PERSONA TEMPLATE**

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| IMG_256 | **PERSONA PHOTO** |  | **GOALS AND MOTIVATIONS** |  | **CHALLENGES AND OBSTACLES** |
| Learn more about e-commerce. | At present the foundation is weak, does not have too much experience, basically is equivalent to starting from scratch. |
|  |  |
| **QUOTATION** | |
| Pain past is pleasure. | |
| **NAME** | |
| Mike | |
| **AGE** | |  |  |
| Twenty | | **FRUSTRATIONS** | **SOURCES OF INFORMATION** |
| **GENDER** | | Lovelorn, broken heart by ex-girlfriend, so intent on doing business. | **BOOKS** |
| Man | | 《Basics Marketing: Online Marketing (Paperback)》 |
| **LOCATION** | | **BLOGS** |
| American | | **TOPYS** |
| **OCCUPATION** | | **CONFERENCES** |
| worker | | **AliExpress Russia Overview** |
| **JOB TITLE** | | **EXPERTS** |
| worker | |  |
| **HIGHEST LEVEL OF EDUCATION** | | **MAGAZINES** |
| High school | | **《Forbes》** |
| **ANNUAL INCOME** | | **WEBSITES** |

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