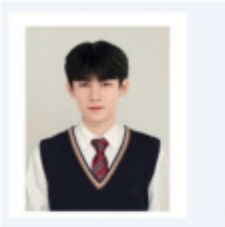


PERSONA TEMPLATE



PERSONA PHOTO

QUOTATION
The sensible man is not influenced by what other people think
NAME
Zhenyuan Zhang
AGE
22
GENDER
male
LOCATION
Chongqing, China
OCCUPATION
Costume designer
JOB TITLE
Designer
HIGHEST LEVEL OF EDUCATION
University
ANNUAL INCOME

GOALS AND MOTIVATIONS
1.Goals:The person in charge of the SDFJ company,the main clothing designer of the company. 2.Motivations:serious,creative,strong,work hard,ambitions,have a unique style. 3.He wants to buy a watch that can use when he is doing sports. He needs a website to provide him with a list of the hottest sports equipment to help him choose, detailed product introduction, related sports equipment recommendation page


FRUSTRATIONS
1.Have a lot of competitors 2.Some designs don't look good 3.Too busy with work to have time to rest 4.Don't want to get married but always get pushed

CHALLENGES AND OBSTACLES
1. More and more competitors 2. Always too tired and want to travel around the world

SOURCES OF INFORMATION
BOOKS
None
BLOGS
@ZZY
CONFERENCES
None
EXPERTS
None
MAGAZINES
Time World magazine
WEBSITES

8000RMB a month			
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Role template



Character photo

quotation

Step by steps

name

Lloor Zhang

age

30

sex

male

location

London England

occupation

Program technician

job title

technologist

The highest level of education

Undergraduate college

Goals and motivations

1. Goals:work in an it company, a Program technician.  
2.Motivations:serious: seriousness , work hard, steady  
3. Want to compare laptop prices  
Want to know the price of the articles of daily use. Need to improve the website product details page, launched product performance comparison function

setback

Bad physical fitness  
Single long time

Challenges and obstacles

Massive technical difficulties  
Long work time

The source of the Information

book

The scarlet letter

blog

Lloor zhang@163.com

meeting

The internet meeting

expert

Mool White

magazine

world

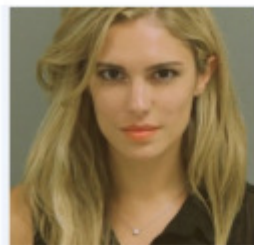
Annual income

500,000

site

Santa Clara Valley

PERSONA TEMPLATE



PERSONA PHOTO

QUOTATION
failure is the mother of success
NAME
jenny
AGE
28
GENDER
female
LOCATION
New York
OCCUPATION
E-commerce development
JOB TITLE
Hr
HIGHEST LEVEL OF EDUCATION

GOALS AND MOTIVATIONS
recruit talent Coordinate company personnel transfer Power, enthusiastic , social . She want to buy cosmetics, business clothes, bags. She needs to see the product category page and the product details page on the e-commerce site

FRUSTRATIONS
It's hard to take care of the emotions of all employees Lack of talent market

CHALLENGES AND OBSTACLES
Fierce competition in the job market leads to job-hopping among employees

SOURCES OF INFORMATION
BOOKS
None
BLOGS
jenny@weibo.com
CONFERENCES
None
EXPERTS
None
MAGAZINES

university		New York Times
ANNUAL INCOME		WEBSITES
40000		www.gourp43.com