

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	CHALLENGES AND OBSTACLES
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	Fierce competition in the job market leads to job-hopping among employees
FRUSTRATIONS	SOURCES OF INFORMATION
It's hard to take care of the emotions of all employees Lack of talent market	BOOKS None BLOGS jenny@weibo.com CONFERENCES None EXPERTS None MAGAZINES

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

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.

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
Lioor Zhang
age
30
sex
male
location
London England
occupation
Program technician
job title
technologist
The highest level of education
Undergraduate college

Goals and motivations
Want to compare laptop prices Want to know the price of the articles of daily use

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
Lioor zhang@163.com
meeting
The Internet meeting
expert
Mool White
magazine
world

Annual income	500,000	site
		Santa Clara Valley