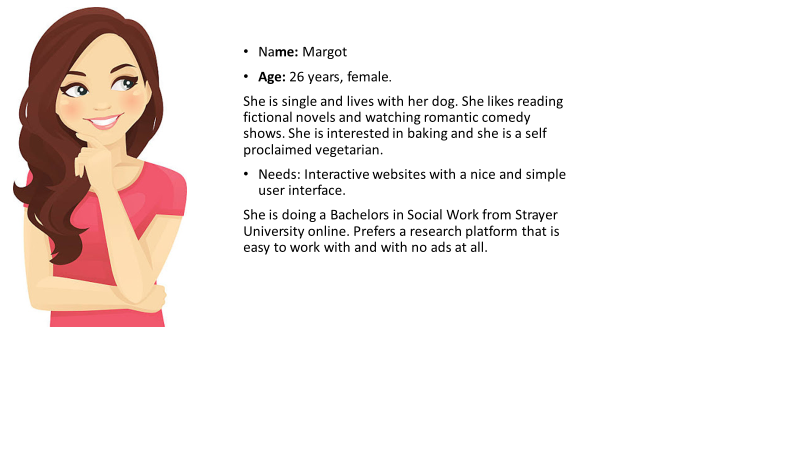
**Proto persona**

**Traditional persona**

