**PERSONA TEMPLATE**

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| **Bearded man smiling at camera** | **PERSONA PHOTO** |  | **GOALS AND MOTIVATIONS** |  | **CHALLENGES AND OBSTACLES** |
| * Alex is a successful software engineer with a keen interest in technology. * He is motivated to find a watch that not only looks good but also integrates seamlessly with his tech gadgets (phone, laptop, PC, etc.) * His goal is to own a smartwatch that tracks fitness progress, displays notifications from the phone, and looks stylish in a professional and casual environment. | * Balancing the desire for the latest technologies with professional aesthetics. * Ensuring compatibility with other devices (phone, laptop, PC, etc.) |
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| **QUOTATION** | |
| **“In the world of code and pixels, my timepiece is the thread that weaves technology and style into the fabric of my day.” - Alex** | |
| **NAME** | |
| Alex | |
| **AGE** | |  |  |
| 32 | | **FRUSTRATIONS** | **SOURCES OF INFORMATION** |
| **GENDER** | | * Alex is frustrated with watches that lack modern features and have connectivity issues with other devices. * He finds it difficult to balance style with functionality. | **BOOKS** |
| Male | | **Tech Magazines** |
| **LOCATION** | | **BLOGS** |
| San Francisco, California, USA | | **Tech Blogs** |
| **OCCUPATION** | | **CONFERENCES** |
| Software Engineer | | **Tech Conferences with the latest innovations.** |
| **JOB TITLE** | | **EXPERTS** |
| Senior Software Developer | | **None.** |
| **HIGHEST LEVEL OF EDUCATION** | | **MAGAZINES** |
| Master’s in Computer Science | | **Tech Magazines** |
| **ANNUAL INCOME - $120,000** | | **WEBSITES**  **Tech blogs (Verge, CNET) and forums with tech enthusiasts.** |