**PERSONA TEMPLATE**

|  |  |  |  |  |  |
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| **Bearded man smiling at camera** | **PERSONA PHOTO** |  | **GOALS AND MOTIVATIONS** |  | **CHALLENGES AND OBSTACLES** |
|  |  |
|  |  |
| **QUOTATION** | |
|  | |
| **NAME** | |
|  | |
| **AGE** | |  |  |
|  | | **FRUSTRATIONS** | **SOURCES OF INFORMATION** |
| **GENDER** | |  | **BOOKS** |
|  | |  |
| **LOCATION** | | **BLOGS** |
|  | |  |
| **OCCUPATION** | | **CONFERENCES** |
|  | |  |
| **JOB TITLE** | | **EXPERTS** |
|  | |  |
| **HIGHEST LEVEL OF EDUCATION** | | **MAGAZINES** |
|  | |  |
| **ANNUAL INCOME** | | **WEBSITES** |