**PERSONA TEMPLATE**

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| Smiling woman | **PERSONA PHOTO** |  | **GOALS AND MOTIVATIONS** |  | **CHALLENGES AND OBSTACLES** |
| * Emily is a fashion blogger with a significant following on social media platforms. * Her motivation is to find a perfect watch that matches her outfits. * She intended to showcase the watch on her Instagram and Blog, influencing her followers. | * Find a balance between fashion-forward aesthetics with the practicality of everyday use. * Ensuring that the watch is versatile to suit different styles and outfits. |
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| **QUOTATION** | |
| **“Fashion is my language, and my watch is the punctuation that completes every style story I tell.” – Emily** | |
| **NAME** | |
| Emily Johnson | |
| **AGE** | |  |  |
| 28 | | **FRUSTRATIONS** | **SOURCES OF INFORMATION** |
| **GENDER** | | * Emily is frustrated with watches that do not have unique design elements. * She struggles to find the perfect pair of watches to complement her everyday outfits. | **BOOKS** |
| Female | | **Fashion Trends Book** |
| **LOCATION** | | **BLOGS** |
| New York City, New York, USA | | **Instagram influencers, Youtubers** |
| **OCCUPATION** | | **CONFERENCES** |
| Fashion Blogger | | **None** |
| **JOB TITLE** | | **EXPERTS** |
| Influencer & Fashion Blogger | | **None** |
| **HIGHEST LEVEL OF EDUCATION** | | **MAGAZINES** |
| Bachelor’s in Fashion Design | | **Fashion Magazines** |
| **ANNUAL INCOME – Variable (depends on brand collaboration). Average income $100,000/year.** | | **WEBSITES** |