**PERSONA TEMPLATE**



|  | **PERSONA PHOTO** |  | **GOALS AND MOTIVATIONS** |  | **CHALLENGES AND OBSTACLES** |  |
| --- | --- | --- | --- | --- | --- | --- |
| Dave’s main goal is to increase the brand recognition of the company he works at, resulting in more ambassadors signing up and more future sales and engagement. As well as forming strong, long-lasting relationships with his fellow ambassadors to ensure a successful future.  Dave is motivated by the company’s innovative strategies, the relationships formed at the company & the overall dedication towards the company, its goals and the overall impact. | One challenge faced by Dave is that most of the jobs he is aiming for in the future require a Master’s degree. However, Master’s degrees cost up to $40,000 and Dave may not be able to afford it when combined with his home loan. |  |
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| **QUOTATION** | |  |
| **“Don’t do simplicity at the cost of accessibility”** | |  |
| **NAME** | |  |
| Dave Harris | |  |
| **AGE** | |  |  |  |
| 23 | | **FRUSTRATIONS** | **SOURCES OF INFORMATION** |  |
| **GENDER** | | * When the design of a website overshadows its functionality. * The inability to use most desktop websites on other devices without difficulty. * A general lack of colour on some websites, with nothing really standing out. | **BOOKS** |  |
| Male | | **"Atomic Habits" by James Clear**  **"Building a StoryBrand" by Donald Miller** |  |
| **LOCATION** | | **BLOGS** |  |
| Wellington | | **HubSpot Blogs**  **AdWeek Blogs** |  |
| **OCCUPATION** | | **CONFERENCES** |  |
| Manager | | **SXSW (South by Southwest)**  **Brand Summit** |  |
| **JOB TITLE** | | **EXPERTS** |  |
| Brand Ambassador | | **Neil Patel**  **Philip Kolter** |  |
| **HIGHEST LEVEL OF EDUCATION** | | **MAGAZINES** |  |
| Bachelor of Marketing | | **Forbes**  **Marketing Week** |  |
| **ANNUAL INCOME** | | **WEBSITES** |  |
| $75,000 | |  |  |  | **LinkedIn**  **Stuff NZ** |  |