**PERSONA TEMPLATE 1**

|  | **PERSONA PHOTO** |  | **GOALS AND MOTIVATIONS** |  | **CHALLENGES AND OBSTACLES** |
| --- | --- | --- | --- | --- | --- |
| Kamal Kamboj has always been passionate about Computers and Technology. She completed her graduation in computer science from Chitkara University, Punjab India and after that she got selected in a Multinational company. Her goal was to become a software engineer since childhood and to make different projects for the company. She is highly motivated by challenging projects that require her to use her problem solving abilities. | As a software engineer, Kamal’s biggest challenge is working on complicated projects in tight deadlines. She often has to work for long hours and to ensure that everything is completed on time.  Kamal always works on websites, as a software engineer she always needs to check that all the required features are working properly and all information is tested and up to date. |
|  |  |
| **QUOTATION** | |
| **The purpose of software engineering is to control complexity, not to create it.** | |
| **NAME** | |
| Kamal Kamboj | |
| **AGE** | |  |  |
| 28 | | **FRUSTRATIONS** | **SOURCES OF INFORMATION** |
| **GENDER** | | Kamal is sometimes frustrated with the extreme pressure on her to work long hours on weekends, which makes it difficult for her to maintain her work life balance. | **BOOKS** |
| Female | | **Science and Technology** |
| **LOCATION** | | **BLOGS** |
| Punjab, India | | **Traveling** |
| **OCCUPATION** | | **CONFERENCES** |
| Software Engineer | | **Meetings on MS Teams** |
| **JOB TITLE** | | **EXPERTS** |
| Software Engineer in Capgemini, Hyderabad | | **HTML, Python, Java Script** |
| **HIGHEST LEVEL OF EDUCATION** | | **MAGAZINES** |
| Bachelors of Engineering. | | **Comedy** |
| **ANNUAL INCOME** | | **WEBSITES** |
| Nine Lakhs INR Per Year | |  |  |  | **Engineering plans** |

**PERSONA TEMPLATE 2**

|  | **PERSONA PHOTO** |  | **GOALS AND MOTIVATIONS** |  | **CHALLENGES AND OBSTACLES** |
| --- | --- | --- | --- | --- | --- |
| Josh Wall's goal is to help the people that have small businesses by making websites for them. A good UX, UI for people to see their works and motivates them to come back and work for them.  Seeing them and helping them to work on that company motivates him to keep up doing more websites to the people who have small businesses. | As a Website developer, Josh's biggest challenge is to make a new website from scratch because of the lack of teamwork of his team, giving him more extra hours to finish and to test the website if it is actually working.  The obstacles that Josh Wall is having a bad time looking for are good companies with good teams. |
|  |  |
| **QUOTATION** | |
| **A designer knows he has achieved perfection not when there is nothing left to add, but when there is nothing left to take away.** | |
| **NAME** | |
| Josh Wall | |
| **AGE** | |  |  |
| 45 | | **FRUSTRATIONS** | **SOURCES OF INFORMATION** |
| **GENDER** | | Josh Wall's frustration is Deadlines, if the business has complications for the time and date of release, the website will be hard to keep up the code clean and having no mistakes. | **BOOKS** |
| Male | | **Code web developer** |
| **LOCATION** | | **BLOGS** |
| 284 John Street, California | | **Don’t know anything about blogs** |
| **OCCUPATION** | | **CONFERENCES** |
| Web developer | | **Business man** |
| **JOB TITLE** | | **EXPERTS** |
| Web developer | | **Website making** |
| **HIGHEST LEVEL OF EDUCATION** | | **MAGAZINES** |
| Bachelor of Web developer | | **Don’t like reading magazines** |
| **ANNUAL INCOME** | | **WEBSITES** |
| **400$ A week** | |  |  |  | **Codings** |

**PERSONA TEMPLATE 3**

|  | **PERSONA PHOTO** |  | **GOALS AND MOTIVATIONS** |  | **CHALLENGES AND OBSTACLES** |
| --- | --- | --- | --- | --- | --- |
| Inderjit Singh is a well motivated person who has dedicated his life to teaching. He has completed B.A, B.ed, M.A(English),M.A (Economics), M.A(Punjabi), M.A(Sociology) from Panjab university. His goal is to provide quality education to his students and help them to develop a lot of strong language skills. He considers that English is a very important language that gives a lot of opportunities to the students to achieve their future goals. He always wants that his students will work hard, pursue higher education and make their future bright. | As a Lecturer in Government School, Inderjit Singh faces many challenges and obstacles in his daily life. The biggest challenge for him is to deal with a large class size as he has more than 60 students in each class, it is very difficult for him to provide attention to each student.  He always thinks that there is less respect for the teaching profession in the society. People do not understand the value of education and teachers, but he always tries to motivate his students and to give them a quality of education. |
|  |  |
| **QUOTATION** | |
| **‘Teaching is a profession that teaches all the other professions’** | |
| **NAME** | |
| Inderjit Singh | |
| **AGE** | |  |  |
| 50 | | **FRUSTRATIONS** | **SOURCES OF INFORMATION** |
| **GENDER** | | He finds that the infrastructure of classes is not good in the school, as there is a lack of tables and desks for students, as well as there is no fresh water for the students to drink in the school, but he makes his best efforts to solve this problem, as he has given a notice to Government to provide these facilities to the school as soon as possible. | **BOOKS** |
| Male | | **MBD Guides, Rainbow English.** |
| **LOCATION** | | **BLOGS** |
| Punjab, India | | **English speaker videos** |
| **OCCUPATION** | | **CONFERENCES** |
| Lecturer | | **Group Meeting in MS Team** |
| **JOB TITLE** | | **EXPERTS** |
| Lecturer in English at Govt Sen. Sec. School. | | **Masters in English** |
| **HIGHEST LEVEL OF EDUCATION** | | **MAGAZINES** |
| B.Ed, M.A (English),M.A (Sociology) M.A (Punjabi) M.A (Economics) | | **Mental Floss, Fast Company, Sunset magazines english** |
| **ANNUAL INCOME** | | **WEBSITES** |
| **12 Lakhs INR Per Year** | |  |  |  | **British Council** |