**PERSONAS**

|  | **PERSONA PHOTO** |  | **GOALS AND MOTIVATIONS** |  | **CHALLENGES AND OBSTACLES** |
| --- | --- | --- | --- | --- | --- |
| Curiosity  Exploration  Success | Investors  Costings |
|  |  |
| **QUOTATION** | |
| **Only dead fish go with the flow** | |
| **NAME** | |
| Lara Milwakee | |
| **AGE** | |  |  |
| 28 | | **FRUSTRATIONS** | **SOURCES OF INFORMATION** |
| **GENDER** | | Unresponsive technology | **BOOKS** |
| Female | | **N/A** |
| **LOCATION** | | **BLOGS** |
| London - England | | **N/A** |
| **OCCUPATION** | | **CONFERENCES** |
| Tertiary Education | | **Group Meeting** |
| **JOB TITLE** | | **EXPERTS** |
| Tutor of Archeology | | **N/A** |
| **HIGHEST LEVEL OF EDUCATION** | | **MAGAZINES** |
| Bachelor's degree in History | | **Lara Croft** |
| **ANNUAL INCOME** | | **WEBSITES** |
| $90,000 | |  |  |  | **N/A** |

|  | **PERSONA PHOTO** |  | **GOALS AND MOTIVATIONS** |  | **CHALLENGES AND OBSTACLES** |
| --- | --- | --- | --- | --- | --- |
| Inventing weapons and selling them for more money  Curiosity | Investors and making weapons |
|  |  |
| **QUOTATION** | |
| **Let that shit go** | |
| **NAME** | |
| John Carlson | |
| **AGE** | |  |  |
| 43 | | **FRUSTRATIONS** | **SOURCES OF INFORMATION** |
| **GENDER** | | Unresponsive technology, | **BOOKS** |
| Male | | **Marvel** |
| **LOCATION** | | **BLOGS** |
| California - America | | **N/A** |
| **OCCUPATION** | | **CONFERENCES** |
| Technology Inventor | | **Group Meeting** |
| **JOB TITLE** | | **EXPERTS** |
| CEO | | **N/A** |
| **HIGHEST LEVEL OF EDUCATION** | | **MAGAZINES** |
| PHD in engineering | | **N/A** |
| **ANNUAL INCOME** | | **WEBSITES** |
| $595 million | |  |  |  | **N/A** |

|  | **PERSONA PHOTO** |  | **GOALS AND MOTIVATIONS** |  | **CHALLENGES AND OBSTACLES** |
| --- | --- | --- | --- | --- | --- |
| Helping people  Social interaction | Over working  New viruses |
|  |  |
| **QUOTATION** | |
| **I always live life to the fullest** | |
| **NAME** | |
| Ashley Simms | |
| **AGE** | |  |  |
| 21 | | **FRUSTRATIONS** | **SOURCES OF INFORMATION** |
| **GENDER** | | Slow systems  Selfishness | **BOOKS** |
| Female | | **N/A** |
| **LOCATION** | | **BLOGS** |
| Texas - America | | **N/A** |
| **OCCUPATION** | | **CONFERENCES** |
| Nurse | | **Group Meeting** |
| **JOB TITLE** | | **EXPERTS** |
| Nurse | | **N/A** |
| **HIGHEST LEVEL OF EDUCATION** | | **MAGAZINES** |
| Degree in health management | | **N/A** |
| **ANNUAL INCOME** | | **WEBSITES** |
| $75,000 | |  |  |  | **N/A** |