**2017 Website Persona  
First Name**

**Summary**  
Trait 1, Trait 2, Trait 3, Trait 4

**Age:** 99  
**Location:** Municipality, Province **Location type:** Urban/Suburban/Rural/Remote  
**Occupation:** Student/Job  
**Status:** Married/Single  
 **Personality**

Extrovert / Introvert  
Sensing / Intuition  
Thinking / Feeling  
Judging / Perceiving  
Tech savvy/Tech challenged

**Brands**Social platform:   
Hobby/Interest:  
Restaurant:  
Clothing:

**Technology**  
Online habits:

Photo goes here.

**Bio/Background**Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book.

**Goals/Motivations/Wants**

* Motive 1
* Motive 2
* Motive 3
* Motive 4

**Frustrations**

* Frustration 1
* Frustration 2
* Frustration 3
* Frustration 4