**PERSONA TEMPLATE**

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|  | **PERSONA PHOTO** |  | **GOALS AND MOTIVATIONS** |  | **CHALLENGES AND OBSTACLES** |
| Her Goal is to be a “Stay home Mom”, and have many children. She also is very motivated to graduate from EIT with a degree in Computer Sciences.  She is very goal oriented and makes sure she gets | She faces a lot of challenges, like working to help her parents with their business in all her spare time and goes to work part time every Sunday. That takes a lot of her energy, and then she is very busy with schoolwork. She just takes it in her stride and goes through them without complaint. |
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| **QUOTATION** | |
| **AH, Kindness, what a simple way of telling another struggling soul, that there is love to be found in this world….** | |
| **NAME** | |
| Bonnie Bo Gum Joe | |
| **AGE** | |  |  |
| 25 | | **FRUSTRATIONS** | **SOURCES OF INFORMATION** |
| **GENDER** | | Bonnie works very hard, and gets very frustrated when her laptop doesn’t work as fast as or as well as she expects it to. Her frustrations come to the front just before exams and just before submission dates. | **BOOKS** |
| Female | | **Pride and Prejudice by Jane Austin** |
| **LOCATION** | | **BLOGS** |
| Napier, New Zealand | |  |
| **OCCUPATION** | | **CONFERENCES** |
| Student | |  |
| **JOB TITLE** | | **EXPERTS** |
| Student of Computer Sciences at EIT Hawkes Bay | |  |
| **HIGHEST LEVEL OF EDUCATION** | | **MAGAZINES** |
| Bachelor in Computer Sciences | |  |
| **ANNUAL INCOME: None** | | **WEBSITES** |