

PERSONA

| PERSONA<br>PHOTO  | QUOTATION  | NAME | AGE | GENDER | LOCATION  | OCCUPATION | JOB TITLE              | HIGHEST<br>LEVEL OF<br>EDUCATION | ANNUAL<br>INCOME | GOALS AND<br>MOTIVATIONS                 | CHALLENGES<br>AND OBSTACLES | FRUSTRATIONS  | CONFERENCES(BOOKS/BLOGS<br>/EXPERTS/MAGAZINES<br>/WEBSITES) |
|---|--|------|-----|--------|-----------|------------|------------------------|----------------------------------|------------------|--|-----------------------------|---|---|
|  | Our life must be inspirational. If we don't inspire, we will feel as if we have no soul.   | Bill | 30  | Male   | Vancouver | Boss       | Manager of Supermarket | Graduate                         |                  | Make 20% account than last year          | Mortgage,Marriage           | Lack of computer skills                             | Time  |
|  | Life is an attitude, calm and natural, wide world.   | Nora | 22  | Female | Korea     | Waiter     | Saleswoman             | Graduate                         |                  | Make more customers,especially housewife | Lack of computer skills     | Can not find a good method to attract the customers | Time  |
|  | Life is half memory and half continuation. Not confused in the heart, not trapped in love. | Lori | 33  | Female | London    | Housewife  | Housewife              | Graduate                         |                  | Be a good housewife                      | Purse better goods          | Have trouble in job hunting                         | Time  |