




persona 1

**PERSONA 1**

PERSONA PHOTO	QUOTATION	NAME	AGE	GENDER	LOCATION	OCCUPATION	JOB TITLE	HIGHEST LEVEL OF EDUCATION	ANNUAL INCOME	GOALS AND MOTIVATIONS	CHALLENGES AND OBSTACLES	FRUSTRATIONS	CONFERENCES(BOOKS/BLOGS /EXPERTS/MAGAZINES /WEBSITES)
		Bill	30	Male	Vancouver	Boss	Manager of Supermarket	Graduate		Make 20% account than last year	Mortgage,Marriage		Time
		Nora	22	Female	Korea	Waiter	Saleswoman	Graduate		Make more customers,especially housewife	Lack of computer skills		Time
		Lori	33	Female	London	Housewife	Housewife	Graduate		Be a good housewife	Purse better goods		Time