**PERSONA TEMPLATE**

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| **tQAW5lBfspCcXGD** | **PERSONA PHOTO** |  | **GOALS AND MOTIVATIONS** |  | **CHALLENGES AND OBSTACLES** |
| Maintain the family and take care of children carefully. | She got thick recently and could hardly continue work as usual. |
|  |  |
| **QUOTATIONO** | |
| **700-1200¥** | |
| **NAME** | |
| Lori | |
| **AGE** | |  |  |
| 33 | | **FRUSTRATIONS** | **SOURCES OF INFORMATION** |
| **GENDER** | | Children are naughty and it is busy to look after the whole family. | **BOOKS** |
| Female | |  |
| **LOCATION** | | **BLOGS** |
| London | | **√** |
| **OCCUPATION** | | **CONFERENCES** |
| Housewife | |  |
| **JOB TITLE** | | **EXPERTS** |
|  | |  |
| **HIGHEST LEVEL OF EDUCATION** | | **MAGAZINES** |
|  | |  |
| **ANNUAL INCOME** | | **WEBSITES** |