|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| fR2Zx948MjaoHew | **PERSONA PHOTO** |  | **GOALS AND MOTIVATIONS** |  | **CHALLENGES AND OBSTACLES** |
| * Expand the business and provide better education for his children. * Enjoy high-quality and natural food. * Have fresh milk everyday. | * The economic fluctuation may influence his business. |
|  |  |
| **QUOTATION** | |
| **You have to believe in yourself. That’s the secret of success.** | |
| **NAME** | |
| Bill | |
| **AGE** | |  |  |
| 30 | | **FRUSTRATIONS** | **SOURCES OF INFORMATION** |
| **GENDER** | | * Have little time getting alone with family. * Don’t have access of green food in the city. * Lack of time for buying food in supermarket. | **BOOKS** |
| Male | |  |
| **LOCATION** | | **BLOGS** |
| Shanghai | | **√** |
| **OCCUPATION** | | **CONFERENCES** |
| Boss | |  |
| **JOB TITLE** | | **EXPERTS** |
| Manager of Supermarket | |  |
| **HIGHEST LEVEL OF EDUCATION** | | **MAGAZINES** |
| Bachelor degree | | **√** |
| **ANNUAL INCOME** | | **WEBSITES** |
| **300000¥** | | **√** |