|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| BqLjQ47P9iabpcX | **PERSONA PHOTO** |  | **GOALS AND MOTIVATIONS** |  | **CHALLENGES AND OBSTACLES** |
| * Earn more money and live a better life in the big city. * Save money to buy a house in the hometown. * Require regularly food delivery service | * Change a job or learn further * The apartment is far from urban center. |
|  |  |
| **QUOTATION** | |
| **The future is embedded in the present.** | |
| **NAME** | |
| Nora | |
| **AGE** | |  |  |
| 22 | | **FRUSTRATIONS** | **SOURCES OF INFORMATION** |
| **GENDER** | | * Long working time and commuting time. * The high costs of living in the big city. * Bad traffic situation. * Lack of time for buying food in supermarket. | **BOOKS** |
| Female | |  |
| **LOCATION** | | **BLOGS** |
| Shanghai | | **√** |
| **OCCUPATION** | | **CONFERENCES** |
| Waiter | |  |
| **JOB TITLE** | | **EXPERTS** |
| - | |  |
| **HIGHEST LEVEL OF EDUCATION** | | **MAGAZINES** |
| Junior school | |  |
| **ANNUAL INCOME** | | **WEBSITES** |
| **100000¥** | | **√** |