**PERSONA TEMPLATE**

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|  | **PERSONA PHOTO** |  | **GOALS AND MOTIVATIONS** |  | **CHALLENGES AND OBSTACLES** |
| Sam's goal is to transform his life for the better, fueled by a profound determination to overcome adversity and achieve personal growth. Motivated by past challenges and setbacks, Sam is driven to carve out a brighter future filled with success and fulfillment. Whether it's advancing his career or improving his health, Sam approaches each day with unwavering determination and a clear vision of the life he aspires to lead. | With limited understanding of terminology and concepts related to user interfaces, he often finds himself overwhelmed and frustrated when attempting to use digital devices and software. Simple tasks like setting up a new smartphone or navigating an online application can quickly become daunting obstacles for Sam, leading to feelings of inadequacy and isolation in an increasingly tech-driven world. |
|  |  |
| **QUOTATION** | |
| *“You are enough”* | |
| **NAME** | |
| Sam Samson | |
| **AGE** | |  |  |
| 18 | | **FRUSTRATIONS** | **SOURCES OF INFORMATION** |
| **GENDER** | | Despite the promise of convenience and efficiency, he often finds himself grappling with clunky interfaces, confusing navigation, and inconsistent design elements that hinder rather than enhance his interactions with digital devices. From poorly labeled buttons to unintuitive menu layouts, Sam feels like he's constantly battling against the very tools that are meant to make his life easier. | **BOOKS** |
| Male | | Everybody Writes |
| **LOCATION** | | **BLOGS** |
| Napier | | Oberlo blog |
| **OCCUPATION** | | **CONFERENCES** |
| New World Employee | | Retail Global |
| **JOB TITLE** | | **EXPERTS** |
| Checkout Assistant – Part time | | Rand Fishkin |
| **HIGHEST LEVEL OF EDUCATION** | | **MAGAZINES** |
| Highschool | | Springer |
| **ANNUAL INCOME** | | **WEBSITES** |
| 15,000 | |  |  |  | Facebook.com |
|  | **PERSONA PHOTO** |  | **GOALS AND MOTIVATIONS** |  | **CHALLENGES AND OBSTACLES** |
| He seeks out innovative solutions and tools to overcome the limitations imposed by his color vision deficiency, leveraging his other senses, and honing his skills in areas where he excels. Through perseverance and a willingness to embrace his unique perspective, Joseph is determined to carve out a path to success, proving that color blindness is not a barrier but rather a catalyst for ingenuity. | The user lacks color vision. Because we utilize different colors for our timepieces and buttons, it is tough for them to traverse our website. With this in place, it will be challenging for them to have their demands satisfied. To ensure that everyone can use the website, we need to make everything on it simple to read. |
|  |  |
| **QUOTATION** | |
| *“Technology alone is inadequate”* | |
| **NAME** | |
| Joseph Janes | |
| **AGE** | |  |  |
| 20 | | **FRUSTRATIONS** | **SOURCES OF INFORMATION** |
| **GENDER** | | This visitor can find it challenging to navigate the page because color is used so extensively. The menu button, for instance, is typically blue. This implies that when building our website, we must take the font sizes into consideration. This visitor can find it challenging to navigate the page because color is used so extensively. | **BOOKS** |
| Male | | The Personal MBA |
| **LOCATION** | | **BLOGS** |
| Hastings | | Yotpo blog |
| **OCCUPATION** | | **CONFERENCES** |
| McDonald’s Employee | | **eTail Connect** |
| **JOB TITLE** | | **EXPERTS** |
| Checkout Assistant – Part time | | Andrew Youderian |
| **HIGHEST LEVEL OF EDUCATION** | | **MAGAZINES** |
| Highschool | | E-Commerce Times |
| **ANNUAL INCOME** | | **WEBSITES** |
| 10,000 | |  |  |  | Youtube.com |

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|  | **PERSONA PHOTO** |  | **GOALS AND MOTIVATIONS** |  | **CHALLENGES AND OBSTACLES** |
| Jerimiah's goal, despite his immense wealth, transcends mere financial acquisition, as he seeks to leave a legacy of positive impact and philanthropy. With abundant resources at his disposal, Jerimiah's ambition lies in leveraging his wealth to drive meaningful change in the world. Through strategic investments and philanthropic endeavors, Jerimiah is committed to making a tangible difference in the world, ensuring that his legacy extends far beyond his financial success. | A challenge of not being a trendsetter brand, which means that there might not be enough options on our website for him to select from because he has diverse tastes in fashion and could not be interested in our items. |
|  |  |
| **QUOTATION** | |
| *“You don’t build a business, you build people”* | |
| **NAME** | |
| Jerimiah De Croix | |
| **AGE** | |  |  |
| 54 | | **FRUSTRATIONS** | **SOURCES OF INFORMATION** |
| **GENDER** | | Jerimiah's frustrations with long delivery times stem from his high expectations of efficiency and timeliness. As someone accustomed to prompt and seamless service in all aspects of his life, the delays in receiving goods or services become a significant source of irritation for him. Whether it's waiting weeks for a package to arrive or enduring lengthy lead times for custom orders. | **BOOKS** |
| Male | | Little book of Dior |
| **LOCATION** | | **BLOGS** |
| Auckland | | Beeketing blog |
| **OCCUPATION** | | **CONFERENCES** |
| Entrepreneur | | Shoptalk |
| **JOB TITLE** | | **EXPERTS** |
| CEO | | Lou Heller |
| **HIGHEST LEVEL OF EDUCATION** | | **MAGAZINES** |
| Bachelor’s Degree | | Practical eCommerce |
| **ANNUAL INCOME** | | **WEBSITES** |
| >5,000,000 | |  |  |  | Cnbc.com |