**PERSONA TEMPLATE**

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| A picture containing person, person, smiling  Description automatically generated | **PERSONA PHOTO** |  | **GOALS AND MOTIVATIONS** |  | **CHALLENGES AND OBSTACLES** |
| Tom’s ultimate business goal is to move to attract a wider range of customers who need their lawns mown.  Tom wants to move his business to an online platform. He would like a website that his customer’s can visit and ask for lawn mowing services.  Tom would also like his website to be accessible on mobile platforms too.  Tom is motivated by his passion to run and lead a business. | Tom does not have the experience or knowledge to move his business into the online world.  Tom’s business is relatively new, and he needs to find trained employees. |
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| **QUOTATION** | |
| **“*If a building has been fully constructed, then shouldn’t it be called a ‘built’?”*** | |
| **NAME** | |
| Tom Scott | |
| **AGE** | |  |  |
| 28 | | **FRUSTRATIONS** | **SOURCES OF INFORMATION** |
| **GENDER** | | Tom is frustrated about his business not moving to online services quicker enough. This is making it difficult for Tom to find clients.  Tom is frustrated about the cost to fully move to an online platform due to his small business size. | **BOOKS** |
| Male | | Non-fiction |
| **LOCATION** | | **BLOGS** |
| Birmingham, England | | **-** |
| **OCCUPATION** | | **CONFERENCES** |
| Business leader, Lawnlytical (Lawn mowing) | | TED |
| **JOB TITLE** | | **EXPERTS** |
| Senior project manager | |  |
| **HIGHEST LEVEL OF EDUCATION** | | **MAGAZINES** |
| University of Oxford, Masters in Business | | Wired, Time |
| **ANNUAL INCOME** | | **WEBSITES** |