

| User |  |  | **GOALS AND MOTIVATIONS** |  | **CHALLENGES AND OBSTACLES** |
| --- | --- | --- | --- | --- | --- |
| * Increase brand awareness for his company. * Improve lead generation and conversion rates. * Enhance customer engagement through digital marketing strategies. | Difficult to communicate with the stakeholders. This makes his team dysfunctional. This trait is constant, and affects the team's work. |
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| **QUOTATION** | |
| **“Mary had a little lamb.”** | |
| **NAME** | |
| Stevie Ray Vaughan | |
| **AGE** | |  |  |
| 67 | | **FRUSTRATIONS** | **SOURCES OF INFORMATION** |
| **GENDER** | | Frustrated with cluttered layouts and unprofessional designs. Unprofessional, means a design with no thought put into it. He only responds well if de-facto design principles have been followed and has familiarity. | **BOOKS** |
| Man | | **N/A** |
| **LOCATION** | | **BLOGS** |
| USA | | **N/A** |
| **OCCUPATION** | | **Website** |
| Software Developer | | Research gate  IEEE  Siggraph |
| **Annual Income** | |  |  |  |  |
| $130,069 | |  |  |  |  |