**PERSONA TEMPLATE**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| 7b432ce5f2725ae4beea73fb99262dc | **PERSONA PHOTO** |  | **GOALS AND MOTIVATIONS** |  | **CHALLENGES AND OBSTACLES** |
| To be the general manager  In order to earn more money and prove my strength | I’m not good at communicating with others and do not have a deep understanding of my work.if i cannot handle the re;ationship with others well,i won’t succeed. |
|  |  |
| **QUOTATION** | |
| **Practice makes perfect** | |
| **NAME** | |
| CATHERINE | |
| **AGE** | |  |  |
| 26 | | **FRUSTRATIONS** | **SOURCES OF INFORMATION** |
| **GENDER** | | When i was young,i tried to work in many companies ,but i lost my jobs because of my poor interpersonal relationship. | **BOOKS** |
| female | | **How the steel was tempered** |
| **LOCATION** | | **BLOGS** |
| Los angeles | | **none** |
| **OCCUPATION** | | **CONFERENCES** |
| manager | | **seminars** |
| **JOB TITLE** | | **EXPERTS** |
| Deputy general manager | | **Peter f.drucker** |
| **HIGHEST LEVEL OF EDUCATION** | | **MAGAZINES** |
|  | | **Global entrepreneur** |
| **ANNUAL INCOME** | | **WEBSITES** |