**PERSONA TEMPLATE**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| 291425ab39ab5dbc67b7f910ac2bc2e | **PERSONA PHOTO** |  | **GOALS AND MOTIVATIONS** |  | **CHALLENGES AND OBSTACLES** |
| Improve the company’s market competitineness and expand mark share. | Competition from other companies  Epidemic situation |
|  |  |
| **QUOTATION** | |
|  | |
| **NAME** | |
| Bob | |
| **AGE** | |  |  |
| 30 | | **FRUSTRATIONS** | **SOURCES OF INFORMATION** |
| **GENDER** | | Market saturation  The market is occupied | **BOOKS** |
| male | | **None** |
| **LOCATION** | | **BLOGS** |
| Chinese Zhejiang province | | **none** |
| **OCCUPATION** | | **CONFERENCES** |
| Senior management | | **none** |
| **JOB TITLE** | | **EXPERTS** |
| CMO | | **none** |
| **HIGHEST LEVEL OF EDUCATION** | | **MAGAZINES** |
| doctor | | **none** |
| **ANNUAL INCOME** | | **WEBSITES** |