**PERSONA TEMPLATE**

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| User | **PERSONA PHOTO** |  | **GOALS AND MOTIVATIONS** |  | **CHALLENGES AND OBSTACLES** |
| Make seafood become a local characteristic, improve the popularity of local seafood and promote its development through publicity.Through the development of fishery, we will drive the development of villages and enable more villagers to have jobs. Increase villagers' income and improve villagers' quality of life. | 1. High cost, debt operation 2. The fishing moratorium is unfair 3. It is difficult for fishermen to reduce their ships and change their production 4. It's hard to get a living allowance for the fishing moratorium |
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| **QUOTATION** | |
|  | |
| **NAME** | |
| Sam | |
| **AGE** | |  |  |
| 50 | | **FRUSTRATIONS** | **SOURCES OF INFORMATION** |
| **GENDER** | | Overfishing, destruction of the ecological environment, deterioration of the quality of seafood, Lack of popularity and labor force.Inconvenient transportation | **BOOKS** |
| mail | |  |
| **LOCATION** | | **BLOGS** |
| Australia | |  |
| **OCCUPATION** | | **CONFERENCES** |
| fisherman | |  |
| **JOB TITLE** | | **EXPERTS** |
| Marine fisherman | |  |
| **HIGHEST LEVEL OF EDUCATION** | | **MAGAZINES** |
| 60000 | |  |
| **ANNUAL INCOME** | | **WEBSITES** |