

Persona Template

Persona name:	Marco Rossi
Age:	30
Job:	Data Analyst (employed)
Status: <i>Single/ Married etc.</i>	Married or Single
Other relevant bio information:	Lives or wants to live in Oristano
Goals:	<ul style="list-style-type: none">• To maintain a strong work-life balance and quality family time• To create a peaceful oasis at home, away from the hustle and bustle of city life• To find an easy and efficient way to purchase a custom-made home that meets his (family's) needs
Pain point/ concerns:	<ul style="list-style-type: none">• Worries about balancing work responsibilities with family needs• Frustrated by the complexities and stress of the home-buying process
Like and dislikes:	<ul style="list-style-type: none">• Likes: Exploring new restaurants, attending soccer matches, spending weekends with family, participating in local cultural events, creating a serene home environment, and playing board games with friends.• Dislikes: Long commutes, bureaucracy, and stressful home-buying experiences.