|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| 微信图片_20211112155008 | **PERSONA PHOTO** |  | **GOALS AND MOTIVATIONS** |  | **CHALLENGES AND OBSTACLES** |
| She was dreamed to be the supreme designer like Karl Lagerfeld and love creating new things.  She is very ambitious and she is believe that she will achieve her dream. | When have an unique ideas , it is hard to put it in actions and it could not be predict that whether it will be accepted. |
|  |  |
| **QUOTATION** | |
| **A white collar in famous foreign company, well-paid, graduated from ivy league, like reading and shopping alone in spare time** | |
| **NAME** | |
| Eva | |
| **AGE** | |  |  |
| 26 | | **FRUSTRATIONS** | **SOURCES OF INFORMATION** |
| **GENDER** | | Design needs ideas, but daily life is more like an assembly line so that it is regular and less stimulation. Also some advancing design will not be acceptable for the public. | **BOOKS** |
| feamle | | **Vogue** |
| **LOCATION** | | **BLOGS** |
| hangzhou | | **Documentary** |
| **OCCUPATION** | | **CONFERENCES** |
| designer | |  |
| **JOB TITLE** | | **EXPERTS** |
| White collar worker | |  |
| **HIGHEST LEVEL OF EDUCATION** | | **MAGAZINES** |
| master | | **Vogue** |
| **ANNUAL INCOME** | | **WEBSITES** |

**PERSONA TEMPLATE**

**650,000**