**PERSONA TEMPLATE**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| OIP-C | **PERSONA PHOTO** |  | **GOALS AND MOTIVATIONS** |  | **CHALLENGES AND OBSTACLES** |
| .Prepare for internship and future work,and lay a good theoretical foundation.  Get a high-paying job, buy a car, buy a house | The company's work projects are challenging.Online information is complex  The quality of online information is uneven |
|  |  |
| **QUOTATION** | |
| **After passing the postgraduate entrance examination.she was abmitted to Peking University as a CAT major.** | |
| **NAME** | |
| William | |
| **AGE** | |  |  |
| 22 | | **FRUSTRATIONS** | **SOURCES OF INFORMATION** |
| **GENDER** | | I started a business that failed. Hard road to school, poor family.Consideration of employment Direction | **BOOKS** |
|  | |  |
| **LOCATION** | | **BLOGS** |
| Haining Zhejiang Province | | **Friend blog post** |
| **OCCUPATION** | | **CONFERENCES** |
| student | |  |
| **JOB TITLE** | | **EXPERTS** |
|  | | **We had all the activities under the guidance of an experienced tutor** |
| **HIGHEST LEVEL OF EDUCATION** | | **MAGAZINES** |
| Graduate student | |  |
| **ANNUAL INCOME** | | **WEBSITES** |