**PERSONA TEMPLATE**

|  |  |  |  |  |  |
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| e22dfe994cf56766a405e4557181342 | **PERSONA PHOTO** |  | **GOALS AND MOTIVATIONS** |  | **CHALLENGES AND OBSTACLES** |
| Improve quality life,make yourself more stylish. | He is very smart,but he has a very unique personality.he hope to relieve the pressure in his spare time and keep in touch with his old friend. |
|  |  |
| **QUOTATION** | |
| **NEW age youth,like to bug electronic products.strong purchasing power,like to consume age of time.** | |
| **NAME** | |
| SHAMATE | |
| **AGE** | |  |  |
| 22 | | **FRUSTRATIONS** | **SOURCES OF INFORMATION** |
| **GENDER** | | Not accepted because of his unique style,the work is hard and the pay is not high | **BOOKS** |
| MAN | |  |
| **LOCATION** | | **BLOGS** |
| GUANGXI | |  |
| **OCCUPATION** | | **CONFERENCES** |
| Internet company employees | |  |
| **JOB TITLE** | | **EXPERTS** |
| operate | |  |
| **HIGHEST LEVEL OF EDUCATION** | | **MAGAZINES** |
| bachelor | | **BAZAAR** |
| **ANNUAL INCOME 10thousand** | | **WEBSITES** |