**PERSONA – Neri Ihaia Joseph West (Lead Developer)**

|  | **PERSONA PHOTO** |  | **GOALS AND MOTIVATIONS** |  | **CHALLENGES AND OBSTACLES** |
| --- | --- | --- | --- | --- | --- |
| Goals:  Creating a fun, usable and profitable website for both consumers and the stakeholders  Making things for others like small websites or programs  Motivations:  Having enough money to buy better hardware for Website development  To expand professional knowledge of Web Development and become better at it | Neri has good motivation for the job, but Neri doesn’t have the greatest work ethic causing him to slack off quite frequently.  Neri’s hardware at home isn’t good enough to do my work, so Neri can only work in the office and often have to stay for long periods of time because of that. |
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| **QUOTATION** | |
| **Get it done then have Fun** | |
| **NAME** | |
| Neri Ihaia Joseph West | |
| **AGE** | |  |  |
| 21 | | **FRUSTRATIONS** | **SOURCES OF INFORMATION** |
| **GENDER** | | Having to edit or redo things that I thought I had already done  Losing everyone's work because of a power cut deleted all unsaved work. | **BOOKS** |
| Male | | **None** |
| **LOCATION** | | **BLOGS** |
| Gisborne,New Zealand | | **Github** |
| **OCCUPATION** | | **CONFERENCES** |
| Web Developer | | **SIGGRAPH** |
| **JOB TITLE** | | **EXPERTS** |
| Lead Developer | | **Expert in Web Design** |
| **HIGHEST LEVEL OF EDUCATION** | | **MAGAZINES** |
| Bachelor of Computer Science | | **ResearchGate** |
| **ANNUAL INCOME $85,000 NZD** | | **WEBSITES** |