**PERSONA TEMPLATE**

|  | **PERSONA PHOTO** |  | **GOALS AND MOTIVATIONS** |  | **CHALLENGES AND OBSTACLES** |
| --- | --- | --- | --- | --- | --- |
| **Ethan needs a place to store pictures. He takes picture of his daily activities, and his travel experience. He also save funny images he find online to share with their friends. He want to share collection of pictures at same.**  **Mainly travelling motivates Ethan.** | **Is not tech-savvy**  **Is very clumsy**  **Need portable camera so that it can be used anywhere rather than phone.** |
|  |  |
| **QUOTATION** | |
| **“Its so hard to share photos without help”** | |
| **NAME** | |
| **Ethan Hunt** | |
| **AGE** | |  |  |
| **29** | | **FRUSTRATIONS** | **SOURCES OF INFORMATION** |
| **GENDER** | | **Ethan feels it is too difficult to organize his photos using current cloud storage services. Ethan also has trouble when trying to save his content. He finds frustrating share several photos at same time.** | **BOOKS** |
| **Male** | | **Design of wood structures** |
| **LOCATION** | | **BLOGS** |
| **San Fransico, USA** | | **The engineer - uk** |
| **OCCUPATION** | | **CONFERENCES** |
| **Engineering** | | **Concrete conference in las vegas** |
| **JOB TITLE** | | **EXPERTS** |
| **Software Engineer** | |  |
| **HIGHEST LEVEL OF EDUCATION** | | **MAGAZINES** |
| **P.H.D** | | **Civil engineering magazine** |
| **ANNUAL INCOME - 70,000usd** | | **WEBSITES: Vimeo and Bing** |