**PERSONA TEMPLATE**

|  | **PERSONA PHOTO** |  | **GOALS AND MOTIVATIONS** |  | **CHALLENGES AND OBSTACLES** |
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| **App to be usable for people with visual impairments example color blinds etc.**  **Learn about new communication tools.**  **For large projects, use small teams.** | **App needs long battery life.** |
|  |  |
| **QUOTATION** | |
| **“We need to improve our processes, put in new systems, and learn to adapt”** | |
| **NAME** | |
| **Tom Cruise** | |
| **AGE** | |  |  |
| **40** | | **FRUSTRATIONS** | **SOURCES OF INFORMATION** |
| **GENDER** | | **App is slow to run on older system**  **Larger businesses are more vulnerable to risk.**  **Productivity is slowed by learning curves.** | **BOOKS** |
| **Male** | | **Audition** |
| **LOCATION** | | **BLOGS** |
| **New York** | |  |
| **OCCUPATION** | | **CONFERENCES** |
| **Software architect** | | **California actors Confrence** |
| **JOB TITLE** | | **EXPERTS** |
| **Developer** | |  |
| **HIGHEST LEVEL OF EDUCATION** | | **MAGAZINES** |
| **Territory** | | **US weekly** |
| **ANNUAL INCOME - 95,000usd** | | **WEBSITES** |