**PERSONA TEMPLATE**

|  | **PERSONA PHOTO** |  | **GOALS AND MOTIVATIONS** |  | **CHALLENGES AND OBSTACLES** |
| --- | --- | --- | --- | --- | --- |
| **App to be usable for people with visual impairments example color blinds etc.** | **Needs long battery life** |
|  |  |
| **QUOTATION** | |
|  | |
| **NAME** | |
| **Tom Cruise** | |
| **AGE** | |  |  |
| **40** | | **FRUSTRATIONS** | **SOURCES OF INFORMATION** |
| **GENDER** | | **Slow to run on older system** | **BOOKS** |
| **Male** | | **Audition** |
| **LOCATION** | | **BLOGS** |
| **New York** | |  |
| **OCCUPATION** | | **CONFERENCES** |
| **Entertainment** | | **California actors Confrence** |
| **JOB TITLE** | | **EXPERTS** |
| **Actor** | |  |
| **HIGHEST LEVEL OF EDUCATION** | | **MAGAZINES** |
| **Territory** | | **US weekly** |
| **ANNUAL INCOME - 10 million** | | **WEBSITES** |