**PERSONA TEMPLATE**

|  | **PERSONA PHOTO** |  | **GOALS AND MOTIVATIONS** |  | **CHALLENGES AND OBSTACLES** |
| --- | --- | --- | --- | --- | --- |
| **Needs to be rugged and portable so that it can be used in the field** | **Is not tech-savvy**  **Is very clumsy** |
|  |  |
| **QUOTATION** | |
|  | |
| **NAME** | |
| **Ethan Hunt** | |
| **AGE** | |  |  |
| **29** | | **FRUSTRATIONS** | **SOURCES OF INFORMATION** |
| **GENDER** | |  | **BOOKS** |
| **Male** | | **Design of wood structures** |
| **LOCATION** | | **BLOGS** |
| **San Fransico, USA** | | **The engineer - uk** |
| **OCCUPATION** | | **CONFERENCES** |
| **Government Sector** | | **Concrete conference in las vegas** |
| **JOB TITLE** | | **EXPERTS** |
| **Civil Engineer** | |  |
| **HIGHEST LEVEL OF EDUCATION** | | **MAGAZINES** |
| **P.H.D** | | **Civil engineering magazine** |
| **ANNUAL INCOME - 90,000usd** | | **WEBSITES: Vimeo and Bing** |