**PERSONA TEMPLATE**

|  | **PERSONA PHOTO** |  | **GOALS AND MOTIVATIONS** |  | **CHALLENGES AND OBSTACLES** |
| --- | --- | --- | --- | --- | --- |
| **Privacy orientated with long life span** | **Low connectivity,**  **Is required to use android by occupation.** |
|  |  |
| **QUOTATION** | |
|  | |
| **NAME** | |
| **Jack Reacher** | |
| **AGE** | |  |  |
| **31** | | **FRUSTRATIONS** | **SOURCES OF INFORMATION** |
| **GENDER** | |  | **BOOKS** |
| **Male** | | **Military guide lines Vol I, II , III.5** |
| **LOCATION** | | **BLOGS** |
| **Los Angeles, USA** | | **Talking Point Memo TPM** |
| **OCCUPATION** | | **CONFERENCES** |
| **Army** | | **Cyber Security** |
| **JOB TITLE** | | **EXPERTS** |
| **Military police** | |  |
| **HIGHEST LEVEL OF EDUCATION** | | **MAGAZINES** |
| **High School** | | **Computers weekly** |
| **ANNUAL INCOME – 65,000 usd** | | **WEBSITES** |