**PERSONA TEMPLATE**

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|  | **PERSONA PHOTO** |  | **GOALS AND MOTIVATIONS** |  | **CHALLENGES AND OBSTACLES** |
| **. Want to maintain present level of fitness**  **. Keep in contact with friends and family**  **. Travel in NZ and overseas**  **. Seeking promotion** | **. Red-green colour vision deficiency**  **(shades of green look more red)**  **. Develop work life balance**  **. Shared living, issues connectivity** |
|  |  |
| **QUOTATION** | |
| **Anyone who ever gave you confidence, you owe them a lot.** | |
| **NAME** | |
| Sophie Simmons | |
| **AGE** | |  |  |
| 22 | | **FRUSTRATIONS** | **SOURCES OF INFORMATION** |
| **GENDER** | | . Difficulty viewing mobile and other screen devices  . Connectivity issues with WiFi  . Concerned about ongoing privacy issues with AI | **BOOKS** |
| female | | Reads widely, mainly non-fiction |
| **LOCATION** | | **BLOGS** |
| Auckland | | Mainly blogs relating to fitness, and travel |
| **OCCUPATION** | | **CONFERENCES** |
| Low management | | Work related to topics including logistics, cyber security and transportation |
| **JOB TITLE** | | **EXPERTS** |
| Logicstics advisor | | Senior members of current businesses and acquaintances connected to other businesses. |
| **HIGHEST LEVEL OF EDUCATION** | | **MAGAZINES** |
| B Comm | | Online fitness, travel and investment |
| **ANNUAL INCOME** | | **WEBSITES** |
| $95,000 | |  | | | Online shopping, travel, fitness and search for entertainment options |