**PERSONA TEMPLATE**

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|  | **PERSONA PHOTO** |  | **GOALS AND MOTIVATIONS** |  | **CHALLENGES AND OBSTACLES** |
| * Help to save time * A navigational companion * Instant communication * Connectivity during activities | * Emit harmful radiation * Difficult to read small words. * Skin irritation after a long time * Negatively affect memory and mood |
|  |  |
| **QUOTATION** | |
| **Professional, highly valuable** | |
| **NAME** | |
| Hannah | |
| **AGE** | |  |  |
| 32 | | **FRUSTRATIONS** | **SOURCES OF INFORMATION** |
| **GENDER** | | * Disrupt sleep pattern. * Effect on eyesight. * Difficult to operate * Difficult to hear properly | **BOOKS** |
| female | | **A doctor in Africa** |
| **LOCATION** | | **BLOGS** |
| Taupo | | **The podcast by kevinMD** |
| **OCCUPATION** | | **CONFERENCES** |
| Doctor | | **N/A** |
| **JOB TITLE** | | **EXPERTS** |
| Full-time doctor | | **N/A** |
| **HIGHEST LEVEL OF EDUCATION** | | **MAGAZINES** |
| Master`s in medicine and surjery | | **The lantet** |
| **ANNUAL INCOME** | | **WEBSITES** |
| **$84000 gross** | |  |  |  |