**PERSONA TEMPLATE**

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|  | **PERSONA PHOTO** |  | **GOALS AND MOTIVATIONS** |  | **CHALLENGES AND OBSTACLES (difficuilty)** |
| Noah enjoys exercising his body by running and lifting early in the day. He heard from friends that smartwatches can monitor his exercise and goals displaying his progress for him.  Noah reckons that a smartwatch would be a thorough source of motivation for him because he can watch goals he sets be completed | Noah does not like having objects in his pockets when jogging and lifting, so the obstacle he faces is getting a smartwatch that does not require a Bluetooth phone to track progress.  While jogging the watch might cause Noah discomfort depending on the shape of the watch he gets. If the watch is too bulky, it might mess with his balance or if the strap is too uncomfortable it might frustrate him |
|  |  |
| **QUOTATION** | |
| **Gains** | |
| **NAME** | |
| Noah | |
| **AGE** | |  |  |
| 20 | | **FRUSTRATIONS (experience)** | **SOURCES OF INFORMATION** |
| **GENDER** | | Noah hates getting notifications constantly from his phone, so he enjoys the absence of notifications when he exercises. He would like a watch that will not constantly annoy him with notifications during exercise.  Another frustration may be the watch’s battery life may not last long enough for extended workout sessions, requiring users to constantly charge their device | **BOOKS** |
| Male | | **magazines** |
| **LOCATION** | | **BLOGS** |
| Gold Coast, Australia | | **Gregs fitness guide to a perfect body** |
| **OCCUPATION** | | **CONFERENCES** |
| Life Guard | | **Exercise ausie on tour** |
| **JOB TITLE** | | **EXPERTS** |
|  | | **Personal trainer** |
| **HIGHEST LEVEL OF EDUCATION** | | **MAGAZINES** |
| High School | | **Men's health, muscle and fitness** |
| **ANNUAL INCOME** | | **WEBSITES**  **Planet fitness, T Nations** |