**PERSONA TEMPLATE**

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|  | **PERSONA PHOTO** |  | **GOALS AND MOTIVATIONS** |  | **CHALLENGES AND OBSTACLES** |
| She Likes to be Liked by others and by keeping up with fashion and tech tends she wants one of the new high techs watches our services provide so she can keep her social status up and she feels popular. | Parents don’t like that she’s trying to be more modern so she has to keep it secret from them and do it without them noticing |
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| **QUOTATION** | |
| **A Modern girl trying to keep up with fashion and tech trends** | |
| **NAME** | |
| Brittney Styles | |
| **AGE** | |  |  |
| 20 | | **FRUSTRATIONS** | **SOURCES OF INFORMATION** |
| **GENDER** | | she hates being out of the loop and being stuck in an older era which her parents are very fond of so she branches out into other more modern trends | **BOOKS** |
| Female | |  |
| **LOCATION** | | **BLOGS** |
| Hawkes bay, New Zealand | |  |
| **OCCUPATION** | | **CONFERENCES** |
| Bartender | |  |
| **JOB TITLE** | | **EXPERTS** |
| Front of house employee | |  |
| **HIGHEST LEVEL OF EDUCATION** | | **MAGAZINES** |
| NCEA Level 3 | |  |
| **ANNUAL INCOME** | | **WEBSITES** |