**PERSONA TEMPLATE**

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| --- | --- | --- | --- | --- | --- |
|  | **PERSONA PHOTO** |  | **GOALS AND MOTIVATIONS** |  | **CHALLENGES AND OBSTACLES** |
| * Advance in their career and become a recognized expert in their field. * Maintain a healthy work-life balance * Improve personal skills and knowledge through continuous learning. | * Struggles with time management due to workload. * Limited access to networking opportunities. * Difficulty finding reliable and relevant information in their industry. |
|  |  |
| **QUOTATION** | |
| "I don’t just want to keep up — I want to stand out." | |
| **NAME** | |
| Pragg Snarbo | |
| **AGE** | |  |  |
| 35 | | **FRUSTRATIONS** | **SOURCES OF INFORMATION** |
| **GENDER** | | * Data Privacy Concerns – Balancing targeted marketing with ethical data usage. * Overwhelmed by too much online content and conflicting advice. * Difficulty maintaining a consistent routine due to unpredictable work demands. | **BOOKS** |
| Non-binary | | **Atomic Habits, The Lean Startup** |
| **LOCATION** | | **BLOGS** |
| Chicago | | **Harvard Business Review Blog**  **Medium – Productivity & Career Development** |
| **OCCUPATION** | | **CONFERENCES** |
| Marketing Manager | | **HubSpot Inbound**  **TEDx Events** |
| **JOB TITLE** | | **EXPERTS** |
| Senior Marketing Manager | | **Simon Sinek**  **Gary Vaynerchuk** |
| **HIGHEST LEVEL OF EDUCATION** | | **MAGAZINES** |
| Masters in Business Administration | | **Forbes** |
| **ANNUAL INCOME: $85,000** | | **WEBSITES: LinkedIn, Facebook** |

***Prompts: Fill this out. It is a template for a persona.***

***Give Alex a better quote, with soul.***

***Give me a profile picture for Alex Carter.***

***Can you give them some tech related frustrations?***

***Personal changes – Name changed to Pragg Snarbo***

***Age changed to 35***

# Testing

(TERRENCE)

* Pragg Appears to be a well-rounded, motivated man with realistic ambitions and very much expected challenges for someone of his age. This makes the persona as realistic as it can get.
* I like the link that is there between him being someone that is striving for personal improvement and going on to be involved with books and content that is related to that, e.g. Atomic habits (*Book*) and (TEDx) events.
* Overall, I like how the persona was kept professional in terms of the grammar, realism and how uniform everything was kept.