**PERSONA TEMPLATE**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| 365021c59657c33a0182f62991927f7 | **PERSONA PHOTO** |  | **GOALS AND MOTIVATIONS** |  | **CHALLENGES AND OBSTACLES** |
| Achievement  Growth  Social  Low price | What he can do to address this main point |
|  |  |
| **QUOTATION** | |
|  | |
| **NAME** | |
| Calvin | |
| **AGE** | |  |  |
| 29 | | **FRUSTRATIONS** | **SOURCES OF INFORMATION** |
| **GENDER** | | Getting poor results from marketing efforts  Competing with more leads and grow his business | **BOOKS** |
| Male | |  |
| **LOCATION** | | **BLOGS** |
| New York | |  |
| **OCCUPATION** | | **CONFERENCES** |
| Designer | |  |
| **JOB TITLE** | | **EXPERTS** |
| The project manager | |  |
| **HIGHEST LEVEL OF EDUCATION** | | **MAGAZINES** |
| Master’s degree | |  |
| **ANNUAL INCOME** | | **WEBSITES √** |

**PERSONA TEMPLATE**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| 1ee094860c698d190e332ab6128474b | **PERSONA PHOTO** |  | **GOALS AND MOTIVATIONS** |  | **CHALLENGES AND OBSTACLES** |
| Power  Thinking | Difficult to develop  Tedious and grunt work |
|  |  |
| **QUOTATION** | |
|  | |
| **NAME** | |
| Nina | |
| **AGE** | |  |  |
| 25 | | **FRUSTRATIONS** | **SOURCES OF INFORMATION** |
| **GENDER** | | Lack of family time  Build effective networks  Uncontrollable factor | **BOOKS** |
| Female | |  |
| **LOCATION** | | **BLOGS** |
| Canada | |  |
| **OCCUPATION** | | **CONFERENCES** |
| Aviation analyst | |  |
| **JOB TITLE** | | **EXPERTS** |
| Analyst | |  |
| **HIGHEST LEVEL OF EDUCATION** | | **MAGAZINES √** |
| Doctor | |  |
| **ANNUAL INCOME** | | **WEBSITES** |

**PERSONA TEMPLATE**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| 5f89cbea1e268bac993d8ba4f8c7f5b | **PERSONA PHOTO** |  | **GOALS AND MOTIVATIONS** |  | **CHALLENGES AND OBSTACLES** |
| Knowledge  Communication  A task that needs to be completed | Wants to have a more modern website,but isn’t the final decision-maker. |
|  |  |
| **QUOTATION** | |
|  | |
| **NAME** | |
| Tom | |
| **AGE** | |  |  |
| 34 | | **FRUSTRATIONS** | **SOURCES OF INFORMATION** |
| **GENDER** | | The challenges this user would like to avoid | **BOOKS** |
| Male | |  |
| **LOCATION** | | **BLOGS √** |
| London | |  |
| **OCCUPATION** | | **CONFERENCES** |
| IT practitioner | |  |
| **JOB TITLE** | | **EXPERTS** |
| Senior engineer | |  |
| **HIGHEST LEVEL OF EDUCATION** | | **MAGAZINES** |
| Master | |  |
| **ANNUAL INCOME** | | **WEBSITES** |