**PERSONA TEMPLATE**

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| 6933728579ec8a3428b31baed18e13e | **PERSONA PHOTO** |  | **GOALS AND MOTIVATIONS** |  | **CHALLENGES AND OBSTACLES** |
| Your e-commerce website page looks very messy, I can’t find what I’m looking for, I hope you can set it up as a simpler page. | Challenges  The store lacks innovation and is unable to attract new customers  obstacles  Lack of trusted employees  Unstable sales and insufficient funds to expand the scale |
|  |  |
| **QUOTATION** | |
| Life is not waiting for the storm to pass, but learning to dance in the wind and rain. | |
| **NAME** | |
| Anna | |
| **AGE** | |  |  |
| 21 | | **FRUSTRATIONS** | **SOURCES OF INFORMATION** |
| **GENDER** | | Don't know how to refuse  Because missed the opportunity carelessly  Slow motion | **BOOKS** |
| woman | |  |
| **LOCATION** | | **BLOGS** |
| London | | **Flying grass** |
| **OCCUPATION** | | **CONFERENCES** |
| BOSS | |  |
| **JOB TITLE** | | **EXPERTS** |
| The Florist | | **Plant expert** |
| **HIGHEST LEVEL OF EDUCATION** | | **MAGAZINES** |
| College student | |  |
| **ANNUAL INCOME** | | **WEBSITES** |
| one hundred and forty thousand yuan | |