**PERSONA TEMPLATE**

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|  | **PERSONA PHOTO** |  | **GOALS AND MOTIVATIONS** |  | **CHALLENGES AND OBSTACLES** |
| As you see I’m Japanese, so English for me is quite difficult, I can’t really understand the website page and I can’t find the things I need, so can your website be multilingual? | In the previous software development, I was admitted to the hospital due to physical problems, but I still insisted on completing the task |
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| **QUOTATION** | |
| **Have you somewhat to do tomorrow, do it today** | |
| **NAME** | |
| Hoshino Gen | |
| **AGE** | |  |  |
| 39 | | **FRUSTRATIONS** | **SOURCES OF INFORMATION** |
| **GENDER** | | Don’t like talk very much  Have problem with his head | **BOOKS** |
| male | |  |
| **LOCATION** | | **BLOGS** |
| Osaka city, Japen | |  |
| **OCCUPATION** | | **CONFERENCES** |
| Software development | |  |
| **JOB TITLE** | | **EXPERTS** |
| Software development engineer | | **Dr. Karl** |
| **HIGHEST LEVEL OF EDUCATION** | | **MAGAZINES** |
| Staff | |  |
| **ANNUAL INCOME** | | **WEBSITES** |

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