**PERSONA TEMPLATE**

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|  | **PERSONA PHOTO** |  | **GOALS AND MOTIVATIONS** |  | **CHALLENGES AND OBSTACLES** |
| I hope that you can switch between dark mode and day mode on your e-commerce website page, and switch to dark mode when you log on to your website at night. | ·We need to strengthen our social ability, improve our ability and our professionalism still needs to be strengthened  ·The industry also needs more powerful capabilities to be competent |
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| **QUOTATION** | |
| **Whenever the goal moves forward, you can go anywhere.** | |
| **NAME** | |
| Malcolm | |
| **AGE** | |  |  |
| 24 | | **FRUSTRATIONS** | **SOURCES OF INFORMATION** |
| **GENDER** | | ·Not much dealing with people, little social except working relationships | **BOOKS** |
| Male | |  |
| **LOCATION** | | **BLOGS** |
| England | | **Malcolm@example.cn** |
| **OCCUPATION** | | **CONFERENCES** |
| Inspector general | |  |
| **JOB TITLE** | | **EXPERTS** |
| Director of IT security | | **Miss.Hu** |
| **HIGHEST LEVEL OF EDUCATION** | | **MAGAZINES** |
| Postgraduate | |  |
| **ANNUAL INCOME** | | **WEBSITES** |

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