**PERSONA TEMPLATE**

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| --- | --- | --- | --- | --- | --- |
| IMG_256IMG_256 | **PERSONA PHOTO** |  | **GOALS AND MOTIVATIONS** |  | **CHALLENGES AND OBSTACLES** |
| Motivations:  Independent  Self-discipline  A bit fat  Goals:  1.In order to make her pay attention to exercise.  2.Make a tailored exercise plan for her | There is no offline test of the real situation of users, so it is difficult to formulate a plan, unable to supervise users to exercise on time, and difficult to manage users' time |
|  |  |
| **QUOTATION** | |
| **760$** | |
| **NAME** | |
| Angle | |
| **AGE** | |  |  |
| 30 | | **FRUSTRATIONS** | **SOURCES OF INFORMATION** |
| **GENDER** | | Less free time.  poor self-control and persistence. | **BOOKS** |
| Female | | **√** |
| **LOCATION** | | **BLOGS** |
| Shanghai | | **√** |
| **OCCUPATION** | | **CONFERENCES** |
| designer | | **×** |
| **JOB TITLE** | | **EXPERTS** |
| boss | | **×** |
| **HIGHEST LEVEL OF EDUCATION** | | **MAGAZINES** |
| undergraduate | | **√** |
| **ANNUAL INCOME** | | **WEBSITES** |

120,000$