**PERSONA TEMPLATE**

|  |  |  |  |  |  |
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|  | **PERSONA PHOTO** |  | **GOALS AND MOTIVATIONS** |  | **CHALLENGES AND OBSTACLES** |
| Get rid of unhealthy habits and build a stronger body. Get healthier | As an architect, Mark didn't take enough breaks and rarely turned on fitness apps after tiring himself out, so he still didn't achieve his fitness goals |
|  |  |
| **QUOTATION** | |
| **360$** | |
| **NAME** | |
| Mark | |
| **AGE** | |  |  |
| 36 | | **FRUSTRATIONS** | **SOURCES OF INFORMATION** |
| **GENDER** | | There is no good compulsion for people who are not disciplined enough to develop good habits | **BOOKS** |
| male | | **×** |
| **LOCATION** | | **BLOGS** |
| New York | | **√** |
| **OCCUPATION** | | **CONFERENCES** |
| architect | | **√** |
| **JOB TITLE** | | **EXPERTS** |
| maestro | | **×** |
| **HIGHEST LEVEL OF EDUCATION** | | **MAGAZINES** |
| doctor | | **√** |
| **ANNUAL INCOME 60000$** | | **WEBSITES** |