**PERSONA TEMPLATE**

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|  | **PERSONA PHOTO** |  | **GOALS AND MOTIVATIONS** |  | **CHALLENGES AND OBSTACLES** |
| The purpose of using this software is to supervise and manage my health. I improve my health level through health punch cards and fitness videos in the software. I am obese and hope to lose weight through fitness | It was challenging to keep clocking in every day because of my poor memory, the fact that there might be different workouts due to the weather, and the healthy diet it recommended was a bit out of my element. |
|  |  |
| **QUOTATION** | |
| **419$** | |
| **NAME** | |
| Miya | |
| **AGE** | |  |  |
| 20 | | **FRUSTRATIONS** | **SOURCES OF INFORMATION** |
| **GENDER** | | 1. I forget, sometimes forget to clock, this aspect requires software to remind the function. 2. Fitness software is very virtual and offline physical store competition. | **BOOKS** |
| famale | | **×** |
| **LOCATION** | | **BLOGS** |
| Washington,DC | | **√** |
| **OCCUPATION** | | **CONFERENCES** |
| costume designer | | **×** |
| **JOB TITLE** | | **EXPERTS** |
| design supervisor | | **√** |
| **HIGHEST LEVEL OF EDUCATION** | | **MAGAZINES** |
| College student | | **√** |
| **ANNUAL INCOME**  **30000$** | | **WEBSITES** |