**PERSONA TEMPLATE**

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|  | **PERSONA PHOTO** |  | **GOALS AND MOTIVATIONS** |  | **CHALLENGES AND OBSTACLES** |
| 1. Balancing work and personal life 2. Finishing each task well. 3. Setting up a studio of own 4. Getting good master in the future | 1. Evolving cyber security threats 2. Technological information is too fast 3. Facing digital transformation |
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| **QUOTATION** | |
| **Cedric is a IT engineer.She was interested in data from an early age.She does lots of research on computers. She also likes to discuss with friends.** | |
| **NAME** | |
| Cedric | |
| **AGE** | |  |  |
| 28 | | **FRUSTRATIONS** | **SOURCES OF INFORMATION** |
| **GENDER** | | 1. Data crash 2. Hacker intrusion 3. Requiring constant learning and updating 4. Not married yet | **BOOKS** |
| Female | | **no** |
| **LOCATION** | | **BLOGS** |
| Shanghai,China | | **no** |
| **OCCUPATION** | | **CONFERENCES** |
| IT engineer | | **no** |
| **JOB TITLE** | | **EXPERTS** |
| technicist | | **no** |
| **HIGHEST LEVEL OF EDUCATION** | | **MAGAZINES** |
| master | | **no** |
| **ANNUAL INCOME** | | **WEBSITES** |

One hundred fifty thousand RMB no