**PERSONA TEMPLATE**

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|  | **PERSONA PHOTO** |  | **GOALS AND MOTIVATIONS** |  | **CHALLENGES AND OBSTACLES** |
| 1. Hoping to win the Pritzker Prize 2. Set up your own construction company 3. I hope to be liked by more people 4. Hope to see more of their own buildings | 1. No money and inspiration to support 2. Professional knowledge is not solid |
|  |  |
| **QUOTATION** | |
| **Bob is born with the ability to build house and he is very like architecture.** **He has his own unique ideas about everything, and it's easy to get inspiration from life. But also because of his bold thoughts, he was not appreciated earlier and once lost. But he didn't give up on himself, always insisting on it and succeeding.** | |
| **NAME** | |
| Bob | |
| **AGE** | |  |  |
| 35 | | **FRUSTRATIONS** | **SOURCES OF INFORMATION** |
| **GENDER** | | 1. The scheme was rejected 2. Seperation of the fro practice | **BOOKS** |
| Male | | **NO** |
| **LOCATION** | | **BLOGS** |
| Hangzhou Zhejiang | | **NO** |
| **OCCUPATION** | | **CONFERENCES** |
| Architect and designer | | **NO** |
| **JOB TITLE** | | **EXPERTS** |
| Artist | | **NO** |
| **HIGHEST LEVEL OF EDUCATION** | | **MAGAZINES** |
| Undergraduate college | | **NO** |
| **ANNUAL INCOME** | | **WEBSITES** |

One hunder and fifty thousand