**PERSONA TEMPLATE**

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|  | **PERSONA PHOTO** |  | **GOALS AND MOTIVATIONS** |  | **CHALLENGES AND OBSTACLES** |
| 1. Being independent and confident 2. Being able to become a manager 3. Having a house of own in Hangzhou 4. Annual income exceeded 200,000RMB. | 1. The influence of famiy of original on character customer’s uncooperation 2. The company is not provding enough job opportunity 3. Worrries and pressure from parents 4. Not enough saving. |
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| **QUOTATION** | |
| **Step by step and be myself.** | |
| **NAME** | |
| Victoria | |
| **AGE** | |  |  |
| 32 | | **FRUSTRATIONS** | **SOURCES OF INFORMATION** |
| **GENDER** | | 1. Lack of confidence and power 2. Lack of ability at work 3. Unmarried and get alone 4. The workflow is too cumbersiome | **BOOKS** |
| female | | **no** |
| **LOCATION** | | **BLOGS** |
| Hangzhou,Zhejiang | | **no** |
| **OCCUPATION** | | **CONFERENCES** |
| Executive director of decotation company | | **no** |
| **JOB TITLE** | | **EXPERTS** |
| White-collar | | **no** |
| **HIGHEST LEVEL OF EDUCATION** | | **MAGAZINES** |
| Key university undergraduate | | **no** |
| **ANNUAL INCOME** | | **WEBSITES** |

About one hundred and fifty thousand RMB