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| **Persona: Partner Developer**  A person sitting at a table using a computer  Description automatically generated | **Name**: Adrian Dev  **Title/Responsibilities**: Lead Developer  **Demographics**: Early career, enjoys reading  **Goals/Tasks**: Needs to implement blockchain solution in a secure and reliable manner to meet deadlines.  **Environment**: Comfortable with dev team environments, used to working in smaller company environments  **Quote**: I need more tea |
| **Persona: Partner SLT**  A person wearing a suit and tie smiling at the camera  Description automatically generated | Name: Marion Exec  **Title/Responsibilities**: Director of Cloud Dev  **Demographics**: Mid-career, kids in high school  **Goals/Tasks**: Creating a cost-effective solution to meet customer needs.  **Environment**: Former developer, keeps an eye on strategic tech innovation  **Quote**: Is that task done yet? |
| **Persona: Manufacturer CTO**  A picture containing person, indoor, man, people  Description automatically generated | **Name:** Susanne Corn  **Title/Responsibilities:** Tech Dir  **Demographics:** Many years in the food industry, former operations manager.  **Goals/Tasks:** Ensuring that manufacturing process is in compliance with current customer requirements  **Environment:** Gets latest news from internet tech articles  **Quote:** What can I do to make this job easier? |
| **Persona: Carrier**  A person sitting in front of a window posing for the camera  Description automatically generated | **Name:** Sandy Driver  **Title/Responsibilities:** Truck Driver  **Demographics:** Blue collar professional with a CDL, makes about $40,000 a year.  **Goals/Tasks:** Moving cargo between locations in a compliant manner  **Environment:** Spends most of the time on the road, visits family in between trips  **Quote:** I keep a log book of all my travels to show evidence of compliance with laws. |