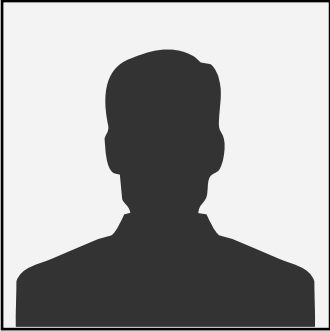


PERSONA:



DEMOGRAPHIC INFO

AGE
GENDER
JOB TITLE
LOCATION
SKILL LEVEL

QUOTES

GOALS

MOTIVATIONS

BEHAVIORS

PAIN POINTS
