

## PERSONA TEMPLATE



PERSONA PHOTO

### QUOTATION

Everything you can imagine is real.

### NAME

Arthur Edwards

### AGE

34

### GENDER

Male

### LOCATION

Naipier, Hawkes Bay

### OCCUPATION

Software Development

### JOB TITLE

Software Developer

### HIGHEST LEVEL OF EDUCATION

Masters degree in Software development

### ANNUAL INCOME

\$120,000

### GOALS AND MOTIVATIONS

- Wants to work towards a healthier lifestyle.
- To be able to communicate with people more efficiently.
- Wants more time outside of work so he can focus on his hobbies. His hobbies include woodworking and gardening.
- Wants to go out more and socialise with new people.

### FRUSTRATIONS

- Slow loading times for webpages.
- Not being able to communicate with his colleagues when they are needed.
- Data crashes caused by software/hardware failure.
- Slow bandwidth speed when needing to stream or downloading files.

### CHALLENGES AND OBSTACLES

- Losing Weight.
- Independent lifestyle.
- Improving communication.
- High workload.

### SOURCES OF INFORMATION

#### BOOKS

Arthur reads books about management, and software development.

#### BLOGS

Arthur uses multiple blogs to post and discuss with fellow software developers.

#### CONFERENCES

Arthur attends regular conferences within his company to discuss the progress of a project.

#### EXPERTS

Arthur always discusses with his seniors with the workplace as they are much more experienced than him.

#### MAGAZINES

Arthur likes to read CODE magazine; it provides him with up-to-date software development news.

#### WEBSITES

Arthur tends to use many types of websites for information, online shopping, and entertainment.

