**PERSONA TEMPLATE**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **PERSONA PHOTO** |  | **GOALS AND MOTIVATIONS** |  | **CHALLENGES AND OBSTACLES** |
| * 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. | * Losing Weight. * Independent lifestyle. * Improving communication. * High workload. |
|  |  |
| **QUOTATION** | |
| Everything you can imagine is real. | |
| **NAME** | |
| Arthur Edwards | |
| **AGE** | |  |  |
| 34 | | **FRUSTRATIONS** | **SOURCES OF INFORMATION** |
| **GENDER** | | * 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 steam or downloading files. | **BOOKS** |
| Male | | Arthur reads books about management, and software development. |
| **LOCATION** | | **BLOGS** |
| Naipier, Hawkes Bay | | Arthur uses multiple blogs to post and discus with fellow software developers. |
| **OCCUPATION** | | **CONFERENCES** |
| Software Devlopment | | Arthur attends regular conferences within his compony to discuss the progress of a project. |
| **JOB TITLE** | | **EXPERTS** |
| Software Devloper | | Arthur always discusses with is seniors with the workplace as they are much more experienced than him. |
| **HIGHEST LEVEL OF EDUCATION** | | **MAGAZINES** |
| Masters degree in Software development | | Arthur likes to read CODE magazine; it provides him with up-to-date software development news. |
| **ANNUAL INCOME** | | **WEBSITES** |
| $120,000 | |  | | | Arthur tends to use many types of websites of websites for information, online shopping, and entertainment. |