**PERSONA TEMPLATE**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **WechatIMG55** | **PERSONA PHOTO** |  | **GOALS AND MOTIVATIONS** |  | **CHALLENGES AND OBSTACLES** |
| 1. Trying to make money to buy a house and a car and travel the world 2. Give family a better life, pay for health insurance, and retirement insurance 3. leave a fortune and a home for your children | 1. the housing price is getting higher and higher 2. every month's salary paid the rent, water and electricity, there is little left |
|  |  |
| **QUOTATION** | |
|  | |
| **NAME** | |
| Simba | |
| **AGE** | |  |  |
| 27 | | **FRUSTRATIONS** | **SOURCES OF INFORMATION** |
| **GENDER** | | 1.Strong desire to consume  2.Barriers to fund management  3.Ineffective communication | **BOOKS** |
| gentle | | **Detective ，suspense** |
| **LOCATION** | | **BLOGS** |
| Shaoxing，zhejiang province | | **sina** |
| **OCCUPATION** | | **CONFERENCES** |
| The Sales staff | |  |
| **JOB TITLE** | | **EXPERTS** |
| Real estate sales | | **financial** |
| **HIGHEST LEVEL OF EDUCATION** | | **MAGAZINES** |
| University degree | | **bazaar** |
| **ANNUAL INCOME** | | **WEBSITES** |
| **One hundred thousands** | |  |  |  | **bilibili** |

**PERSONA TEMPLATE**

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| **WechatIMG1512** | **PERSONA PHOTO** |  | **GOALS AND MOTIVATIONS** |  | **CHALLENGES AND OBSTACLES** |
| Traveling the world ,promoting music.  Spreading Oriental culture | Taste the world's cuisine, adjust your mood and find inspiration |
|  |  |
| **QUOTATION** | |
| **one thousand** | |
| **NAME** | |
| Yundi li | |
| **AGE** | |  |  |
| 28 | | **FRUSTRATIONS** | **SOURCES OF INFORMATION** |
| **GENDER** | | Sometimes playing the piano will encounter difficulties ,No creative inspiration | **BOOKS** |
| male | | **Drawing sword** |
| **LOCATION** | | **BLOGS** |
| china | | **404 not found** |
| **OCCUPATION** | | **CONFERENCES** |
| pianist | |  |
| **JOB TITLE** | | **EXPERTS** |
| Principal pianist | | **financial** |
| **HIGHEST LEVEL OF EDUCATION** | | **MAGAZINES** |
| Graduate student | | **Drawing sword** |
| **ANNUAL INCOME** | | **WEBSITES** |
| **One hundred thousands** | |  |  |  | **http://www.guge.com/** |

**PERSONA TEMPLATE**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **WechatIMG1511** | **PERSONA PHOTO** |  | **GOALS AND MOTIVATIONS** |  | **CHALLENGES AND OBSTACLES** |
| Have some hope of promotion to positions and achievemens in the business area | To overcome social phobia |
|  |  |
| **QUOTATION** | |
| **Ten thousand** | |
| **NAME** | |
| Yunlong li | |
| **AGE** | |  |  |
| 36 | | **FRUSTRATIONS** | **SOURCES OF INFORMATION** |
| **GENDER** | | Can’t find suitable marriage partner | **BOOKS** |
| male | | **Drawing sword** |
| **LOCATION** | | **BLOGS** |
| China | | **404 not found** |
| **OCCUPATION** | | **CONFERENCES** |
| Battalian commander | |  |
| **JOB TITLE** | | **EXPERTS** |
| Battalion commander | | **financial** |
| **HIGHEST LEVEL OF EDUCATION** | | **MAGAZINES** |
| High school | | **Drawing sword** |
| **ANNUAL INCOME** | | **WEBSITES** |
| **One hundred thousands** | |  |  |  | **http://www.baidu.com/** |