**PERSONA TEMPLATE**

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| User | **PERSONAPHOTO** |  | **GOALS AND MOTIVATIONS** |  | **CHALLENGES AND OBSTACLES** |
| 1. Finals champing. 2. Regular season MVP. 3. Olympic champion. | On January 27, 2020 Beijing time, Kobe Bryant was killed in a helicopter accident in Calabasas, California. He was only 41 years old. |
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| **QUOTATION** | |
| **40000000$/Year** | |
| **NAME** | |
| Kobe Bryant | |
| **AGE** | |  |  |
| 41 | | **FRUSTRATIONS** | **SOURCES OF INFORMATION** |
| **GENDER** | | 1. He had a bad relationship with Shaq O'Neill and finally parted ways. 2. Ligament tears and injuries. | **BOOKS** |
| male | | **NBA** |
| **LOCATION** | | **BLOGS** |
| Los Angeles | | **NBA** |
| **OCCUPATION** | | **CONFERENCES** |
| Basketball player | | **NBA** |
| **JOB TITLE** | | **EXPERTS** |
| Team leader | | **NBA** |
| **HIGHEST LEVEL OF EDUCATION** | | **MAGAZINES** |
| High school | | **NBA** |
| **ANNUAL INCOME** | | **WEBSITES** |

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