**PERSONA TEMPLATE**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| User | **PERSONAPHOTO** |  | **GOALS AND MOTIVATIONS** |  | **CHALLENGES AND OBSTACLES** |
| 1. Create more convenient shopping for people. 2. Make money. 3. Open a new era of the Internet. 4. Become the world's Internet giant. | 1. No one wants to invest. 2. No money. 3. No one buys online. |
|  |  |
| **QUOTATION** | |
| **100000000$/Year** | |
| **NAME** | |
| Yun Ma | |
| **AGE** | |  |  |
| 57 | | **FRUSTRATIONS** | **SOURCES OF INFORMATION** |
| **GENDER** | | 1. Rejected by the company because he is ugly. 2. Four consecutive entrepreneurial failures. | **BOOKS** |
| male | | **《Yun Ma》** |
| **LOCATION** | | **BLOGS** |
| Hangzhou,Zhejiang Province | | **No** |
| **OCCUPATION** | | **CONFERENCES** |
| CEO | | **No** |
| **JOB TITLE** | | **EXPERTS** |
| CEO | | **no** |
| **HIGHEST LEVEL OF EDUCATION** | | **MAGAZINES** |
| CEO | | **no** |
| **ANNUAL INCOME** | | **WEBSITES** |

20000000000$