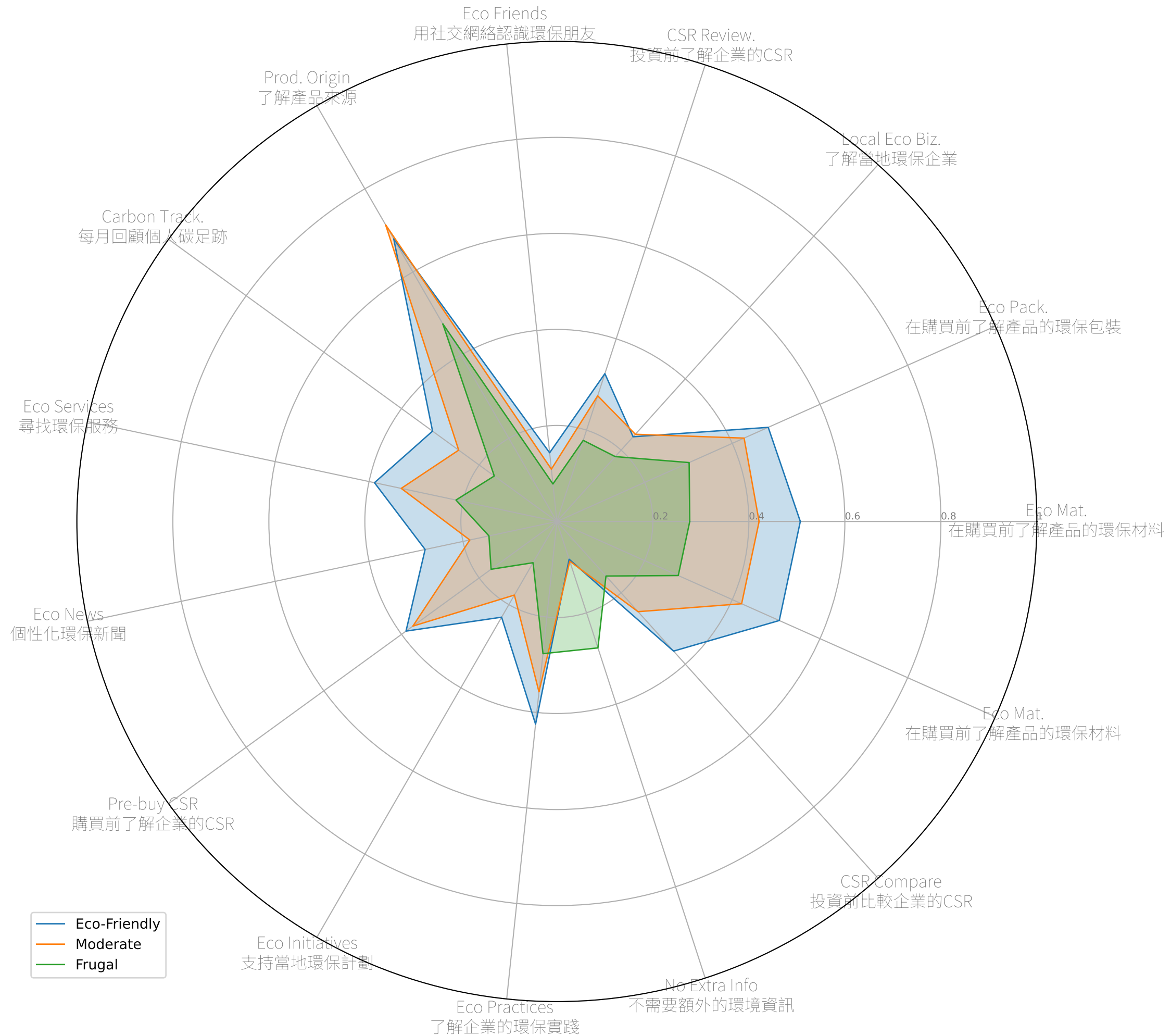Product Feature Preferences by Persona