

PERSONA TEMPLATE



**PERSONA
PHOTO**

QUOTATION

The advance of technology is based on making it fit in so that you don't even notice it, so it's part of everyday life.

NAME

Babar

AGE

28

GENDER

Male

LOCATION

Austin, Texas

OCCUPATION

Producing art work for Digital Media

JOB TITLE

Graphic Designer

HIGHEST LEVEL OF EDUCATION

Bachelor's Degree in Graphic Design

ANNUAL INCOME - \$70,000

GOALS AND MOTIVATIONS

GOALS

- Achieving Work-Life Balance
- Success Indicator
- Maintaining a Healthy Lifestyle
- Personal Fulfillment

MOTIVATION

- Family Well-Being
- Professional Growth
- Self-Improvement

FRUSTRATIONS

- Lack of Time for Self-Care
- Difficulty Finding Quality, Family-Friendly Products
- Household Organization
- Lack of Work-Life Balance

CHALLENGES AND OBSTACLES

- Time Constraints
- Balancing Work and Family Life
- Health and Wellness Maintenance
- Financial Pressure

SOURCES OF INFORMATION

BOOKS

BLOGS

CONFERENCES

EXPERTS

MAGAZINES

WEBSITES

