**PERSONA TEMPLATE**

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|  | **PERSONA PHOTO** |  | **GOALS AND MOTIVATIONS** |  | **CHALLENGES AND OBSTACLES** |
| * Develop a stronger bond with his son through playing video games, a common interest of theirs. * Spend his free-time doing something more worthwhile. * Desire to spend more quality time with his son / make memories / develop a closer bond. | * He doesn’t know about any games they can play together. * The games he likes are not age appropriate to share with him. * Due to the sheer volume of games available, he struggles to find games that match his needs. * Most pre-existing filter systems are massively limited or very faulty. |
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| **QUOTATION** | |
| **“But life is long. And it is the long run that balances the short flare of interest and passion.”** | |
| **NAME** | |
| Jarvis Eddison | |
| **AGE** | |  |  |
| Thirty-Two | | **FRUSTRATIONS** | **SOURCES OF INFORMATION** |
| **GENDER** | | * His son is very picky and loses interest in games very easily. It is difficult to find games that satisfy him enough to play more than once or twice. | **PERSONA PHOTO** |
| Male | | © [ConcernedApe](https://stardewvalleywiki.com/ConcernedApe) 2016 |
| **LOCATION** | | **QUOTATION** |
| Whangārei | | Sylvia Plath |
| **OCCUPATION** | | **CONFERENCES** |
| Sales Representative | | **n/a** |
| **JOB TITLE** | | **EXPERTS** |
| Sales Representative/Consultant | | **n/a** |
| **HIGHEST LEVEL OF EDUCATION** | | **MAGAZINES** |
| High School Diploma (NCEA LVL3) | | **n/a** |