

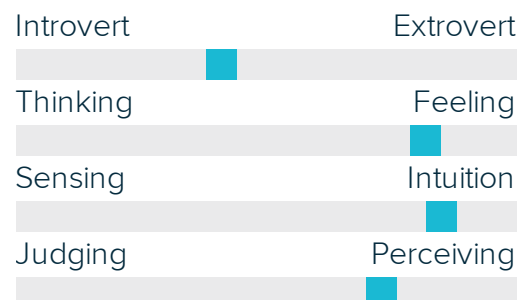
User Persona Name



"The importance of life"

Age: 46
Work: Novelist
Family: Married, kids, etc.
Location: chongqing, china
Character: Warm-hearted

Personality



Trait 1

Trait 2

Trait 3

Trait 4

Goals

- Share my thoughts with my reader
- Want to learn new life knowledge
- Communicate the importance of wellness

Frustrations

- Web language is hard to understand
- People on the internet are cranky and will attack me with bad comments.
- There is a generation gap with modern young people

Bio

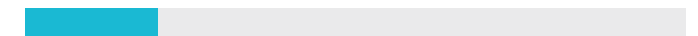
I'm a writer who likes to travel and share my daily life on Weibo. I want to understand what the young people of today are thinking about. My main job is to write books about life tips, wellness, and children. I enjoy sharing wellness tips and maintenance tips on Weibo. As a 46 year old middle-aged person, I hope people can talk to me more in order to understand the needs of contemporary parents and the needs of children.

Motivation

Incentive



Fear



Growth



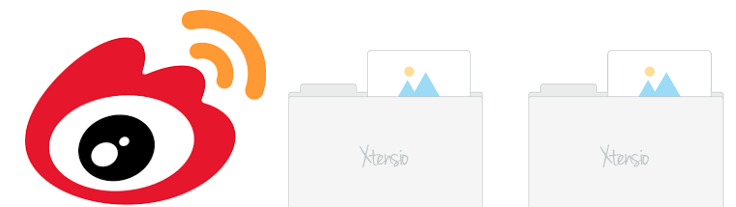
Power



Social



Brands & Influencers



Preferred Channels

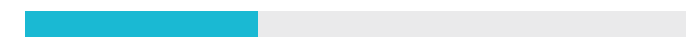
Traditional Ads



Online & Social Media



Referral



Guerilla Efforts & PR

