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| --- | --- |
| **Meet [Persona Name]!**  ***[Photo]*** | |
| **Bio**  ***[Placeholder]*** | **Background Info**   * **Age:** * **Location:** * **Income:** * **Education Level:** * **Role:** * **Years of Experience:** |
| **Job Responsibilities**   * **Day-to-day tasks:** * **Works with:** * **Reports to:** * **Team/Company Size:** | **Personal and Professional Goals**   * **Short-term goals:** * **Long-term goals:** * **Motivations:** |
| **Challenges and Pain Points**   * **Frustrations at work:** * **Spends too much time...** * **Stressed out about...** | **Personal and Professional Preferences**   * **Favorite Apps/Software:** * **Favorite Brands:** * **Social Media:** * **Gets information through...** |
| **Moodboard (Optional)**  **[Placeholder]** | |