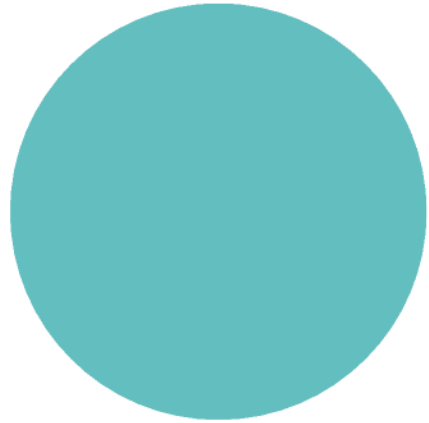


PERSONA



PERSONA 1

Age:
Occupation:
Location:
Income range:

DESCRIPTION

PERSONALITY

GOALS

QUOTE

MOTIVATION

INFLUENCE

BRANDS/APPS

FRUSTRATION

INTERESTS

SOURCES OF INFORMATION