

## EXAMPLE

### Persona: Maria

<b>Name</b>	Maria
<b>Demographics</b>	<p><b>Age:</b> 65  <b>Gender:</b> Female  <b>Location:</b> Vigo, Spain  <b>Occupation:</b> Retired  <b>Income:</b> €22,000 /year  <b>Education:</b> High School  <b>Family Status:</b> Widowed, 3 adult children, 2 grandchildren; she takes care of her elderly parents and mother-in-law.</p>
<b>Interests, hobbies, favourite activities</b>	Walking (sometimes Nordic walking), cooking, local cuisine and cultural heritage, especially Galician language, casual reading
<b>Challenges</b>	Limited mobility (arthritis), personal loneliness
<b>Goals</b>	Stay active, healthy, maintain purpose, connect with loved ones and neighbours, maintain cultural heritage
<b>Communication Preferences</b>	Phone, in-person meetings
<b>Attitudes and Values</b>	Family, community, helping others
<b>Social Media/Internet Use</b>	Occasional use of Facebook and WhatsApp to connect with family and friends, limited browsing of news and health-related articles
<b>Reading Preferences</b>	Inspirational books, cookbooks, health and wellness articles, light fiction, and biographies.
<b>TV/Netflix Preferences</b>	Travel shows, cooking shows, documentaries, dramas, comedies, and classic films

<b>Maria's story</b>	<p>Maria is a 65-year-old woman from Vigo, Spain, who enjoys walking, cooking, and casual reading. She's a caring person who looks after her elderly parents and mother-in-law.</p> <p>She faces challenges like limited mobility due to arthritis, loneliness after becoming widowed, and her children moving away. Despite these challenges, she aims to stay active, healthy, and connected to her loved ones and neighbours.</p> <p>Maria values family, community, and helping others. She prefers phone calls or in-person meetings for communication, and occasionally uses Facebook and WhatsApp to stay connected.</p> <p>She also enjoys reading inspirational books, cookbooks, and light fiction, as well as watching travel shows, cooking shows, and documentaries on TV and Netflix. She speaks and reads in Galician language and tries to teach it to her grandchildren.</p>
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