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| **PERSONA TEMPLATE****Age:****Languages:****Education/****Literacy Level:**  | **Motivations & Goals** | **Relevant daily activities & time availability** | **Needs & Expectations** |
| **Pain Points/Frustrations** | **Technology Use** (Phone/ Network Access, Digital experience) | **Content Preferences** (Channels/ level of depth) |

**Open Questions for Research/ Data Needs:**