# Persona Template Analysis

## 1: Gary Glenfield

Pros:

Accountant/analyst – excellent income.

As a man interested in fitness, Gary will benefit from any fitness features of the watch.

Attends conferences – will be exposed to high-tech consumers.

Requires a calendar on his watch to keep track of meetings for work – helps to achieve a healthy work-life balance.

Cons:

Older gentleman – lives alone. No wife/kids, less of a consumer.

Insists on staying up to date – may change to a competitor brand.

If our device doesn’t match his needs for his fitness routine, he will want to change to a competitor's brand as it is certainly one of his goals.

## 2: Josh

Pros:

48 – not bad. Still an active consumer.

Works in a tech-based industry. Will have an innate interest in technology.

Comes across as a time-constrained man, who would find great value in a smartwatch.

As an accountant, he has disposable income (Can afford a smartwatch).

As an accountant, he will have many meetings to keep track of, which will be aided by our product.

Cons:

As a gambler, he is a risk taker. May not take the best care of the device. May miss payments for the device based on poor habits.

As a father of two young kids, they may break the device.

He will complain to us if we reject his submission to replace a device.

Do not consume “fashion” media – e.g. magazines. May not see future products.

## 3: Alex

Pros:

32, perfect age – not too old (has money, working, active consumer)

From San Francisco Cali, a massive market for our company.

Occupation suggests he is tech-savvy and interested in tech.

Decent annual income ($120,000)

Cons:

Demands functionality – potentially a “difficult” customer – requires compatibility with all of his current array of technology. May pose an issue if he has old(er) pieces.