David:

Who is he?
- A 43-year-old man, the owner of the retail store.
- Has a happy family: his wife has just given birth to his third child.
- Currently on sabbatical; His oldest daughter just entered college to study nursing, while his son just entered high school and is the point guard for the school's basketball team.
- To make his family's financial situation better, he started to expand his retail business last year.

Issue:
- Spends a huge amount of time each week comparing offers from different suppliers.
- Needs to do a lot of calculations and comparisons based on stock availability and expectations of sales
- Has very little free time to spend with his wife and children, despite his off-hours.

Personas - 2

Mike:

Who is he?
- A 26-year-old production manager, responsible for several different production lines
- He and his accountant fiancée got engaged this spring and the wedding is being planned!
- He and his fiancée are both hikers and usually go on weekend excursions to the countryside

Issue:
- The traditional forms (for example, Excel or the printed forms) makes him tired of calculating the efficiency of the different lines
- Needs to provide more rational and useful advice for each quarter of production
- His factory is a traditional manufacturing factory, in the cost-effective consideration, did not use the popular production management software

Personas - 3

Alexis:

Who is she?
- A 23-year-old girl, with her college friends, founded a pet transport company
- She like to travel with her pets. A few years ago she traveled abroad with a friend and due to the negligence of her pet transport company, her shepherd became ill upon her return.
- She is a girl who is good at dealing with people and knows many friends who are in pet services.

Issue:
- Alexis's company needed a low-cost management software to help them calculate costs and compare suppliers.
- She needs to manage different service providers, such as transportation companies, pet nail technicians, etc.