

Persona – Tech Savvy Professional



**PERSONA
PHOTO**

QUOTATION

"I'm an ambitious person, and having a smartwatch that can help me be more efficient and productive is a top priority."

NAME

Alex Park

AGE

27

GENDER

M

LOCATION

New York City, New York

OCCUPATION

Marketing Manager

JOB TITLE

Marketing Manager

HIGHEST LEVEL OF EDUCATION

Bachelor's degree in Marketing

ANNUAL INCOME

\$98,000

GOALS AND MOTIVATIONS

Alex Wants a watch to improve his quality of life.

Alex wants a watch to be more productive as a marketing manager.

Alex wants a watch to be up-to-date or ahead of the technology curve.

FRUSTRATIONS

Technical Issues: Alex has a short fuse for slow websites or sudden failures when purchasing items.

User Interface: Alex will be turned away from using a website if it does not look professionally built and easy to use.

Integration: Alex will leave the site if a payment method is too difficult or if entering details will take too long with no shortcuts.

CHALLENGES AND OBSTACLES

Alex does not have much time and would like to find the best watch for him quickly.

Alex will be visiting the website using a mobile device and is expecting an easy-to-use UI.

Alex is knowledgeable of what he is looking for and would leave if there was no search function.

SOURCES OF INFORMATION

BOOKS

None

BLOGS

TechRadar, TechCrunch

CONFERENCES

None

EXPERTS

Linus Tech Tips

MAGAZINES

PCMag

WEBSITES

