**Peter Davidson – Chocolatier**

* Gender: Male
* Age: 35 – 45
* Education: Pursuing bachelor’s degree
* Trait: In business with family (Small business) and running business out of their homes
* Motivation: Earn enough making chocolates to pay for college
* Behavior: Works as chocolatier on nights and weekends, part-time school and work on weekdays.
* Budget: $10-$15 per person (4 people)
* Acquisition: Peter is willing to spend no more than 15 minutes looking for a solution. We can catch his attention by showcasing a beautiful UI and advertising well.

Peter co-owns the family chocolate business with his brother. Peter, his wife, his brother and his brother’s wife all work for the family business.

The business is run out of the homes and they are seeking an easy way to track time so they can split up profit fairly.

**Lowell Reed – Oakland Millworks**

* Gender: Male
* Age: 45 – 55
* Education: Bachelor’s degree
* Trait: Runs small business selling wood, framing and molding to housing contractors
* Motivation: Make money and make payroll every month. He hates his current time management system, it’s overpriced, ugly and hard to use
* Behavior: Works regular business hours and overtime for big orders
* Budget: $200 - $1000 (20 people)
* Acquisition: Lowell keeps using what he has because he doesn’t have time to find something better. We can catch attention by word of mouth and good advertising.

Lowell owns a company that sells wood, framing and molding to housing contractors. Lowell as about 20 employees and needs to keep track of time so he can do payroll each period. Lowell is frustrated with the current timeclock machine because he feels it’s hard to use, is overpriced and not effective for his delivery drivers. The delivery drivers tend to drive straight home after the last delivery and need a way to remotely clock out when they complete their deliveries.

**Marie Defendi – Contractor**

* Gender: Female
* Age: 25 – 35
* Education: Master’s degree
* Trait: Consults and does some contract development for a variety of local businesses
* Motivation: Make money, naturally, and keep track of billable hours for clients. Behavior: Sporadic work ours due to her client’s needs and availability
* Budget: $50 -$200 (1 person)
* Acquisition: Marie wants to use the best tool for the job and is willing to search for it. We can catch attention by with excellent design and a rich feature set.

Marie works for a variety of clients over the same period and needs a way to track the time spent on each client’s project so she can invoice them properly.