**Bob Clifton**

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|  | **PERSONAL PHOTO** |  | **GOALS AND MOTIVATIONS** |  | **CHALLENGES AND OBSTACLES** |
| Wants to track his steps while out on evening strolls. He also has 2 kids that are about 23 and all have new smartwatches that help them out in their daily lives, so he wants to hop on the bandwagon and get a smart watch too.  Money is not an issue with him as he is retired and likes to spend his money to indulge his tendences and treat himself. | He is easily aggravated so he wants a smartwatch that is easily usable for someone with his limited technological experience.  He also is very clumsy, falling over all the time so he also needs a smartwatch that will be durable and not easily broken. |
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| **QUOTATION** | |
| **“Trying to keep up with these modern gizmos”** | |
| **NAME** | |
| Bob Clifton | |
| **AGE** | |  |  |
| 64 | | **FRUSTRATIONS** | **SOURCES OF INFORMATION** |
| **GENDER** | | Bob Clifton is unfamiliar with wearable technology and is unsure how well he will be able to use his new smartwatch once he purchases it. | **BOOKS** |
| Male | | **The Godfather – Mario Puzo** |
| **LOCATION** | | **BLOGS** |
| Albuquerque, New Mexico | | **The Lawn Bowls Blog** |
| **OCCUPATION** | | **CONFERENCES** |
| Retired | | **N/A** |
| **JOB TITLE** | | **EXPERTS** |
| Retired CEO of Huggies | | **Bill Gates, Elon Musk, Jeff Bezos** |
| **HiHIGHEST LEVEL OF EDUCATION** | | **MAGAZINES** |
| PHD in Sales/Marketing | | **National geographic** |
| **ANNUAL INCOME 100k+ per year** | | **WEBSITES** |

**Rory Mcllroy**

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|  | **PERSONAL PHOTO** |  | **GOALS AND MOTIVATIONS** |  | **CHALLENGES AND OBSTACLES** |
| He likes to stay healthy, managing his daily intake and his calories burned which is why he thinks that a smart watch would be a good purchase as to help him easily keep track of calories burned and gained. Also, he would like for the smartwatch to be able to count the number of steps per day and to record the different types of exercises that he participates in.  He loves to travel around the world and explore new places. He loves how his current technology can track his location and tell him where to go and is looking for a smaller and more compact option to take him places. | He likes to go golfing all year around which includes during the winter rain so he would need a smartwatch that is sweatproof/waterproof.  Since he travels, he would like to have a watch with good GPS to be able to tell him where he is in real time.  He doesn’t know what different types of watches do so he would like to be able to compare different watches’ features/specs on the website. |
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| **QUOTATION** | |
| **“I’m super active and love to walk. My health and fitness is very important to my daily life.”** | |
| **NAME** | |
| Rory Mcllroy | |
| **AGE** | |  |  |
| 21 | | **FRUSTRATIONS** | **SOURCES OF INFORMATION** |
| **GENDER** | | Rory Doesn’t win many competitions and is a bit tight on money so he wants a cheap and affordable watch that still has all the advanced features that the name brand watches have. | **BOOKS** |
| Male | | **Golf for dummies** |
| **LOCATION** | | **BLOGS** |
| Napier/Hawkes Bay | | **N/A** |
| **OCCUPATION** | | **CONFERENCES** |
| Golfer | | **N/A** |
| **JOB TITLE** | | **EXPERTS** |
| Amateur PGA Player | | **Tiger Woods** |
| **HiHIGHEST LEVEL OF EDUCATION** | | **MAGAZINES** |
| College Golf | | **Golf Monthly** |
| **ANNUAL INCOME $40K per year** | | **WEBSITES** |

**Austin Powers**

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|  | **PERSONAL PHOTO** |  | **GOALS AND MOTIVATIONS** |  | **CHALLENGES AND OBSTACLES** |
| Cares about his self-image a lot and thinks that having the latest technology makes him “trendy,” he would also like a stylish looking watch to go with his outfits but one that also draws attention to himself.  Likes to wear the big-name brands (Apple and Samsung) and always wants to have the biggest and best model of each release of Technoloy. | He struggles to use technology but likes to buy online and as such he likes to be able to talk to someone while buying online. A live chat box feature or a help center would be suitable for him.  He cares about how the watch looks very much and it would be helpful if there was the option to look how each watch looks with different straps attached to them on the website without having to purchase them.  He wants to have the latest technology and wants to have notifications sent to him when new watches are coming out and so he can also preorder them. |
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| **QUOTATION** | |
| **"All my friends laugh at me when I only have the apple watch 7 and not the 8”** | |
| **NAME** | |
| **Austin Powers** | |  |  |
| **AGE** | |  |  |
| 30 | | **FRUSTRATIONS** | **SOURCES OF INFORMATION** |
| **GENDER** | | Because Austin is always wearing glasses, he struggles to read, so he needs larger font sizes and screen sizes to help him read text on screen. | **BOOKS** |
| Male | | Murder on the orient express – Agatha Christie |
| **LOCATION** | | **BLOGS** |
| Austin (Texas USA) | | **N/A** |
| **OCCUPATION** | | **CONFERENCES** |
| MI-6 Agent | | **N/A** |
| **JOB TITLE** | | **EXPERTS** |
| Internation man of mystery | | **The Queen, John Travolta** |
| **HiHIGHEST LEVEL OF EDUCATION** | | **MAGAZINES** |
| University Graduate | | **Guns and ammo** |
| **ANNUAL INCOME 1 Billion dollars per year** | | **WEBSITES** |

Persona 1: (Bob)

First Impression: Bob looks like a formerly successful businessman

Final Thoughts: Bob is not particularly technologically abled, and cost is not an issue for him so he should be able to afford the watch that fits his needs best. Some of Bob's limitations are that he is easily aggravated so he wants a smartwatch that is easily usable for someone with his limited technological experience, Bob also finds himself to be quite clumsy in his old age and therefore needs a product that should be durable if he was to bang it up.

Persona 2: (Rory)

First Impression: Rory is fresh out of college and isn’t particularly skilled at managing his finances.

Final Thoughts: Rory is very fitness orientated and wants a smartwatch that will allow him to focus on the data relevant to his fitness, Rory is on a tight budget and therefore is extremely concerned about buying a budget friendly product that does the correct job for him. Rory likes to go golfing all year around and therefore needs a watch that is waterproof for the off-season rain. Rory is also an avid traveler for golf events and therefore needs a watch with a good GPS to get around in new places.

Persona 3: (Austin)

First Impression: Austin looks like a very trendy and well-presented man.

Final Thoughts: Austin really cares about what he looks like and what people think about him. When looking for a smartwatch, the name brand, and the look of it is what he cares about the most and he will spend whatever is required to get what he wants as cost is not a concern. Austin struggles with his eyesight and therefore wants a smartwatch that has a larger screen that is easier for him to see and one that preferably has the option to increase the font size.