**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 | | **Austin Powers: How to Be an International Man of Mystery – Mike Myers** |
| **LOCATION** | | **BLOGS** |
| Austin (Texas USA) | | **N/A** |
| **OCCUPATION** | | **CONFERENCES** |
| Spy | | **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** |