**PERSONA 2: Simon**

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| This is me! Portrait of egoistic arrogant selfish man with beard in blue shirt pointing himself, boasting successful achievement, feeling proud.  smug stock pictures, royalty-free photos & images | **PERSONA PHOTO** |  | **GOALS AND MOTIVATIONS** |  | **CHALLENGES AND OBSTACLES** |
| Wants to look like they have the latest smartwatch, believes that wearing a known brands like apple makes him look successful and “in”  He likes to buy online, and is always looking for a high end product at a good price – so he would be likely to buy a new brand of smartwatch that is not familiar if there was a great introductory price.  He likes to be seen to have the latest objects, he thinks other people admire that about him – that he is an early adaptor | He already has an apple smartwatch and is quite loyal to the brand. His preference would be to get a new one every year  He tends to believe that products that are made overseas (but not in China!) are more “suited” to the kind of thing he would be willing to buy – he’s quite snobbish when it comes to what products are suitable for him. For example, he would never buy a non-branded product.  He works in marketing, so he’s wise to marketing methods. |
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| **QUOTATION** | |
| **Yeah, I was one of the first to get one when they were first released** | |
| **NAME** | |
| Simon Witchit | |
| **AGE** | |  |  |
| 33 | | **FRUSTRATIONS** | **SOURCES OF INFORMATION** |
| **GENDER** | | Simon is saving to get married (it’s going to be a big, and expensive wedding) and as a result, he can’t afford to update an apple smartwatch every year when they are released, so he’s looking for another “hot brand” that is slightly cheaper. | **BOOKS** |
| Male | | **To kill a mockingbird, The catcher in the rye, Catch 22,** |
| **LOCATION** | | **BLOGS** |
| Auckland | | **Luxury lifestyle, Cool things to buy, Live Executive** |
| **OCCUPATION** | | **CONFERENCES** |
| Marketing Manager | | **Tech (high end brands), Lifestyle, How to get rich fast** |
| **JOB TITLE** | | **EXPERTS** |
| Marketing Manager | | **Was a fan of Steve Jobs, likes Elon Musk** |
| **HIGHEST LEVEL OF EDUCATION** | | **MAGAZINES** |
| University Graduate | | **GQ, Vogue Living, Esquire, Forbes** |
| **ANNUAL INCOME $70K** | | **WEBSITES Forbes, NY Times, Ferrari, NZX** |