

Chris Smith

Demographic

- Male
- Married
- 2 Children
- 32
- Managing director
- Director of own company
- Middlesbrough, UK

Psychographic

- Results Orientated
- Enjoys Travelling
- Conservative beliefs
- Plays team sports

Webographic

- Online up to 2 hours a day
- Only browses using smart phone
- Prefers Google Chrome
- Has high speed broadband both at work and at home.



Chris is the managing director for a local pet shop chain which has multiple retail outlets. Chris is obsessed with visual appearance and always maintains a professional image.

He enjoys traveling to new places with his family and documenting the whole trip on his smartphone.

He is a meticulous planner and wants to ensure that his business operations are performed efficiently.

"Work hard and be rewarded"



Goals

- Use responsive mobile first developed website.
- Would like to view dynamic portfolio.
- Have a contemporary style web-form for customers to contact.
- To walk the great wall of China
- Go to the Olympics

Frustrations

- Unclear navigation on websites
 - Designs which are too visually distracting
 - Websites which have no clear calls to action
 - Inefficiency
 - Lack of communication
 - Having to do the same job twice
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