

# PERSONA 1



**PERSONA  
PHOTO**

**QUOTATION** "It feels good at the end of the day to know that you made a product that other people are going to enjoy."

**NAME**

Jome Abraham

**AGE**

25

**GENDER**

Male

**LOCATION**

Cape Town, South Africa

**OCCUPATION**

Agriculture

**JOB TITLE**

Farm manager

**HIGHEST LEVEL OF EDUCATION**

High school – NCEA Level 2

**ANNUAL INCOME** R\$ 303,648 (\$26,362.06 NZD)

## GOALS AND MOTIVATIONS

Jome is eager to expand the market for watches in his locality because of the lack of modern technology in his sub-first world country: Jome is motivated because he knows that opening such a business would be massive in his location. Jome is interested in finding a watch manufacturer to re-sell in his country.

## FRUSTRATIONS

Jome is frustrated with slow website loading times, laggy user interfaces, loss of any data, and any crashes that can occur when using software.

## CHALLENGES AND OBSTACLES

Jome is obsessed with watches, especially smart watches. Jome's agricultural job does not pay him enough money for the different technological pieces he is looking at. Jome is tired and stressed from the number of hours he is working at the agricultural sites where they don't pay him enough to support his interest in smart watches.

## SOURCES OF INFORMATION

### BOOKS

THE SMART WATCH: The Day That Time Appeared

### BLOGS

Find the Best Smartwatch Gifts From Smartwatch South Africa this Holiday Season (smartwatch South Africa)

### CONFERENCES

TAS2023, Victoria Falls

### EXPERTS

Myles Illidge, Gerd Laschzok

### MAGAZINES

Stuff.co.za, articles on smart watches. No in-person magazines

**WEBSITES:** <https://www.watchrepublic.co.za>

## PERSONA 2



**PERSONA  
PHOTO**

**QUOTATION** "It is our future on the line, and we must at least have a say in it."

**NAME**

Greta Thunberg

**AGE**

19

**GENDER**

Female

**LOCATION**

Copenhagen, Denmark

**OCCUPATION**

Activist

**JOB TITLE**

Health Minister

**HIGHEST LEVEL OF EDUCATION**

NCEA Level 3/High School Diploma Equivalent

**ANNUAL INCOME** \$15K – 30K NZD (media)

### GOALS AND MOTIVATIONS

Greta is an activist, helping people realize what is really happening with the climate. Her goal is to get a smart watch allowing her to contact people with importance in real-time within seconds.

### FRUSTRATIONS

Greta is frustrated at the many websites that sell cheap and low-quality smart watches, and she is unable to find a smart watch fitting for her price range with her amount of time to look.

### CHALLENGES AND OBSTACLES

As Greta is an activist, her time is heavily occupied along with the amount of fame and attention she has obtained. Greta goes on long runs daily and her smart watch is malfunctioning and is looking for a high quality & performing smart watch. She has the money, just unsure of where to look for the right one for her, which is also affected by the amount of time she has to look for such.

### SOURCES OF INFORMATION

**BOOKS**

The Era of Smartwatches: Fashion, Fitness, and Functionality, Wearable Technology: Smart Watches to Google Glass for Libraries

**BLOGS**

Revital.live, WorldSIM

**CONFERENCES**

Wearable Europe

**EXPERTS**

Alice Barraclough, M Masoumian Hosseini

**MAGAZINES**

Gear Patrol Magazine, Haute Time Magazine

**WEBSITES:** mytrendyphone.eu www.worldshop.eu

## PERSONA 3



**PERSONA  
PHOTO**

### QUOTATION

"Everything gets better with time. That's what makes technology so interesting"

### NAME

Joseph Smith

### AGE

16

### GENDER

Male

### LOCATION

Flaxmere, Hastings

### OCCUPATION

Unemployed

### JOB TITLE

N/A

### HIGHEST LEVEL OF EDUCATION

NCEA Level 1

### ANNUAL INCOME: N/A

### GOALS AND MOTIVATIONS

Joseph is keen to get his grades up in high school so he can get an allowance to save up for his own smart watch.

### FRUSTRATIONS

Joseph is frustrated with his lack of income because he is unemployed and is therefore unable to get a watch(es).

### CHALLENGES AND OBSTACLES

His age is the most looming detriment to his ability to obtain watches, as he finds them a hobby.

### SOURCES OF INFORMATION

#### BOOKS

The Era of Smartwatches: Fashion, Fitness, and Functionality

#### BLOGS

[geekzone.co.nz/forums](http://geekzone.co.nz/forums), [equipo.co.nz/blogs](http://equipo.co.nz/blogs)

#### CONFERENCES

TECHSPO Auckland, Digital First

#### EXPERTS

Teachers

#### MAGAZINES

N/A

**WEBSITES:** [nzsale.co.nz/shop](http://nzsale.co.nz/shop), [dicksmith.co.nz](http://dicksmith.co.nz)

