

Persona 1: James "Jimmy" Thompson



Name:

- James "Jimmy" Thompson

Demographics:

- **Age:** 24
- **Ethnicity:** Caucasian
- **Family Status:** Married, 1 kid (age 18 mo.)
- **Education:** High school graduate

Goals:

1. Quickly find emergency towing services when his vehicle breaks down on the road.
2. Access reliable and affordable auto repair services, especially for his truck which he uses daily for work.
3. Obtain information on tire repair services, as he often encounters flat tires while working in rural areas.
4. Schedule routine maintenance and welding services for his farm equipment.

5. Contact customer service easily if he gets locked out of his vehicle or needs immediate assistance.

Environment They Will Use the Website In:

- Jim is likely to access the website on his smartphone while on the road, especially in emergency situations. He may also use a desktop computer at home or at his workshop when planning non-urgent repairs or services.

Technical or Product Domain Expertise:

- Jim has basic computer skills, primarily using the internet for email and browsing. He is familiar with vehicle maintenance and knows what services his truck and equipment need, but he prefers to leave the technical work to professionals.

Quote:

- "When my truck breaks down, I need help fast. I don't have time to waste figuring out where to go or who to call."

Persona 2: Samantha "Sami" Martinez



Name:

- Samantha "Sami" Martinez

Demographics:

- **Age:** 28
- **Ethnicity:** Hispanic

- **Family Status:** Single, living alone
- **Education:** Bachelor's degree in Business Administration

Goals:

6. Find a trustworthy service for regular vehicle maintenance, as she relies on her car for her daily commute.
7. Quickly locate contact information for emergency towing in case her car breaks down during her commute.
8. Ensure that any services provided are reasonably priced and won't disrupt her monthly budget.
9. Access customer testimonials to feel confident in choosing S&M Repair for her auto needs.
10. Use the website to book appointments online for convenience.

Environment They Will Use the Website In:

- Sam will mostly use the website on her smartphone while at work or during her commute. Occasionally, she may use her laptop at home in the evenings.

Technical or Product Domain Expertise:

- Sam is tech-savvy, comfortable with online services, and prefers to handle most transactions digitally. However, she doesn't have much knowledge about car repairs and relies on professionals for advice and service.

Quote:

- "I need a repair shop I can trust, where I can quickly schedule an appointment and know I'm getting a fair deal."

Persona 3: Robert "Bob" Jenkins



Name:

- Robert "Bob" Jenkins

Demographics:

- **Age:** 62
- **Ethnicity:** Caucasian
- **Family Status:** Married, 2 adult children, 1 grandchild
- **Education:** Associate degree in Mechanical Engineering

Goals:

11. Find a local, reputable service provider for occasional towing and recovery, especially after minor accidents.
12. Access reliable welding services for custom fabrication work he does as a hobby.
13. Obtain quick responses from customer service for inquiries about specific repair services.
14. Ensure his vehicles are well-maintained with timely servicing to prevent any major breakdowns.
15. Use the website to learn more about the company's history and customer satisfaction before deciding to use their services.

Environment They Will Use the Website In:

- Bob primarily uses a desktop computer at home to browse the website. He might use a tablet or smartphone when on the go but prefers larger screens for reading and navigating websites.

Technical or Product Domain Expertise:

- Bob is moderately proficient with computers and has a solid understanding of mechanical issues due to his background. He is comfortable with online searches but prefers straightforward, easy-to-navigate websites.

Quote:

- "I like to know exactly who I'm dealing with, especially when it comes to my vehicles. A reliable service is worth every penny."