



KUNLE OMISORE

Extrovert Intuitive Business Thinker

Name: Kunle

Age: 33

Gender: Male

Status: Married, 1 child

Tier: Secondary end-user

Location: England

Education: MBBS Medicine, MBA

Occupation: Resident Medical Officer

Devices



Mobile Tablet Desktop

Likes

- . Websites that are easy to navigate,
- . Formal font
- . Neat websites
- . Corporate colors, but open minded about different designs.
- . Surfing the net and social media platforms like a ghost.

Dislikes

- . The color orange
- . Handwriting fonts
- . Music or sounds on websites.

Bio

A medical doctor looking to establish a private hospital system, hopes to have a franchise in the earliest possible time. Wants a website that tells patients about his hospital, and a database that stores patient record. Enjoys occasional vacations visiting family members.

Motivation

Prospect

Achievement

Incentive

Social Media / Browser Usage



98%



90%



50%



40%



100%

Competencies

Microsoft office

Email

Mobile apps

Social Network

Goals

- Read about company
- View Portfolio page
- View Packages page
- Make information request

Scenario

On his way home from work (train), Kunle uses google chrome on his mobile phone to search for good and affordable website developers. He selects from the top of the list, which happens to be the web studio, and lands on the Home page. He sees a slider and different creatives texts and designs, after looking around, he clicks on the link to the about page to see how much experience the company has in building websites.

He reads through the company details and also went through the list of teams working for the company. He then saved a link of the about page on his Facebook profile intending to continue his search when he gets home.

Scenario

On getting home, he opened the website's about page on his laptop through the link he had earlier saved to his Facebook profile. He clicked on the Portfolio link at the top of the page and was directed to the portfolio page. He scrolled through the grid of work displayed. After deciding that he liked what he saw, he went ahead to check the offers they had.

Scenario

He clicked the Packages link at the top of the page, and checked out the three packages the website had to offer. He saved the page's link to his tablet and then went to bed, intending to contact the website the following day regarding the package that would suit him best.

Scenario

On his way to work (train) using his tablet, he opens the link he had saved the previous day, and at the bottom of the page he finds the "get in touch" link, which redirects him to the contact page. He fills in the form on the contact page and submits his request for information. He was then redirected to the home page.