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| End User Worksheet Collect and fill out one worksheet for each customer/end user interview. | |
| End User/ Customer Name: Dan Frost | |
| Phone / Email / Contact Information [dfrost@villanova.edu](mailto:dfrost@villanova.edu) | |
| Demographics (be sure to determine which relevant for your venture but some general categories are gender, age, income, geography, job title, education, ethnicity, marital status, political affiliations, etc.) | Gender: Male  Age: 21  Income: Student State: Connecticut  Job Title: Cigna SWE  Education: Villanova  Race: White |
| Psychographics (as above this needs to be customize for you situation but examples are aspirations, fears, motivators, hobbies, opinions, values, life priorities, personality traits, habits, etc.) | * Enjoys the Outdoors * Runs actively (Treadmill typically) * Plays basketball * Villanova Esports team |
| Proxy Products (what other products does this end user own and which do they value the most? Which products have the highest correlation with your target end user) | * Laptop, Phone |
| Watering Holes (e.g., locations, associations, online platforms – and sequence them in priority and indicate intensity of each) | * Jazz Club Rehearsal Room |
| Day in the Life (describe a day in the life of the end user and what is going on in her head) | * Breakfast, * Attend Class * Rehearse at Jazz Club on Campus * Go Home |
| Priorities (what are your end user’s priorities and assign a weighting to each so that it adds up to 100) | 1. \_\_\_\_\_Fitness\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Weighting: \_\_\_25\_ 2. \_\_\_\_\_\_\_School\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Weighting: \_\_35 3. \_\_\_\_\_\_\_Socializing\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Weighting: \_\_\_\_25\_\_ 4. \_\_\_\_\_\_Career Work/Club Activities\_\_\_\_ Weighting: \_15\_\_ 5. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Weighting: \_\_\_\_\_\_ |

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| End User Worksheet Collect and fill out one worksheet for each customer/end user interview. | |
| End User/ Customer Name: Luke Franco | |
| Phone / Email / Contact Information [lfranco@villanova.edu](mailto:lfranco@villanova.edu) | |
| Demographics (be sure to determine which relevant for your venture but some general categories are gender, age, income, geography, job title, education, ethnicity, marital status, political affiliations, etc.) | Gender: Male  Age: 21  Income: Student State: Connecticut  Job Title: Incoming SWE at Insurance Company  Education: Villanova  Race: White |
| Psychographics (as above this needs to be customize for you situation but examples are aspirations, fears, motivators, hobbies, opinions, values, life priorities, personality traits, habits, etc.) | * Active Dog Walker * Runs actively (Outside Mostly) * Avid Pickleball player * Villanova Esports team as well (President) |
| Proxy Products (what other products does this end user own and which do they value the most? Which products have the highest correlation with your target end user) | Laptop, Phone |
| Watering Holes (e.g., locations, associations, online platforms – and sequence them in priority and indicate intensity of each) | McGuinn Gym |
| Day in the Life (describe a day in the life of the end user and what is going on in her head) | * Breakfast, * Attend Class * On-Campus Student Gym Worker at McGuinn * Go Home |
| Priorities (what are your end user’s priorities and assign a weighting to each so that it adds up to 100) | 1. \_\_\_\_\_Fitness\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Weighting: \_\_\_15\_ 2. \_\_\_\_\_\_\_School\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Weighting: \_\_25 3. \_\_\_\_\_\_\_Socializing\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Weighting: \_\_\_\_35\_\_ 4. \_\_\_\_\_\_Career Work/Club Activities\_\_\_\_ Weighting: \_25\_\_ 5. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Weighting: \_\_\_\_\_\_ |

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| End User Worksheet Collect and fill out one worksheet for each customer/end user interview. | |
| End User/ Customer Name: Joey Lamanna | |
| Phone / Email / Contact Information jlamanna@villanova.edu | |
| Demographics (be sure to determine which relevant for your venture but some general categories are gender, age, income, geography, job title, education, ethnicity, marital status, political affiliations, etc.) | Gender: Male  Age: 21  Income: Student State: New Jersey  Job Title: Student  Education: Villanova  Race: White |
| Psychographics (as above this needs to be customize for you situation but examples are aspirations, fears, motivators, hobbies, opinions, values, life priorities, personality traits, habits, etc.) | * More into long walks * Avid Pickleball player * Huge Mobile App Enthusiast * Active Streamer |
| Proxy Products (what other products does this end user own and which do they value the most? Which products have the highest correlation with your target end user) | Laptop, Phone |
| Watering Holes (e.g., locations, associations, online platforms – and sequence them in priority and indicate intensity of each) | Davis Gym for working out |
| Day in the Life (describe a day in the life of the end user and what is going on in her head) | * Breakfast, * Attend Class * Returns Home * (Likes to go to Pickleball Club on days it is available) |
| Priorities (what are your end user’s priorities and assign a weighting to each so that it adds up to 100) | 1. \_\_\_\_\_Fitness\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Weighting: \_\_\_25\_ 2. \_\_\_\_\_\_\_School\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Weighting: \_\_25 3. \_\_\_\_\_\_\_Socializing\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Weighting: \_\_\_\_35\_\_ 4. \_\_\_\_\_\_Career Work/Club Activities\_\_\_\_ Weighting: \_15\_\_ 5. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Weighting: \_\_\_\_\_\_ |