# Problem Aware Customer Avatar: Brenda Rodriguez

## Stage of Awareness: Problem Aware

### A → Who Are They

* **Name:** Brenda Rodriguez
* **Gender:** Female
* **Age:** 58
* **Job:** Retired High School Principal
* **Household Income:** $95,000 (from pension and investments)
* **Marital Status:** Married
* **Education Level:** Master's in Educational Leadership

Brenda is a highly organized and principled individual who dedicated her life to the public education system. After a successful 30-year career, she and her husband, a retired accountant, moved to the Heritage Condominium in North Miami, seeking a peaceful and well-managed community for their retirement. They bought their condo with cash from the sale of their previous home. Brenda, with her natural leadership skills and desire for order, was quickly nominated to the condo association's Board of Directors, where she now serves as the Secretary. She is a respected figure in the community, known for her sharp intellect, no-nonsense attitude, and unwavering commitment to doing what is right.

### B → What They Do & Like

* **Top 3 Brands they wear:** Ann Taylor, Talbots, Chico's
* **1-2 Hobbies they have:** Gardening (on her balcony), participating in a book club
* **Top 5 Favorite movies:** *A Few Good Men*, *The Post*, *Erin Brockovich*, *Hidden Figures*, *Spotlight*
* **Top 5 Favorite books:** *The 7 Habits of Highly Effective People* by Stephen Covey, *Dare to Lead* by Brené Brown, *Just Mercy* by Bryan Stevenson, *The Lincoln Lawyer* by Michael Connelly, and various historical biographies.
* **Top 5 visited websites:** The Miami Herald, The New York Times, Nextdoor, AARP, and the website for her local library.
* **Top 5 relevant social media influencers:** Suze Orman, Clark Howard, and local news reporters who cover community issues.

Brenda is a creature of habit and enjoys a structured lifestyle. She starts her day early, reading the news and tending to her plants. She is an avid reader and enjoys books and movies that champion justice, integrity, and the underdog. Her brand choices reflect her preference for classic, professional, and comfortable clothing. She is not a heavy social media user, but she does follow financial experts and local news to stay informed. She values community and is an active participant in local events.

### C → Why Are They

* **Main Personality Traits:** Principled, organized, responsible, detail-oriented, and a natural leader.
* **5 Major Values They Hold:** Integrity, fairness, community, fiscal responsibility, and transparency.
* **2 Major Life Victories:** Her successful career as a high school principal, where she turned around a struggling school, and raising two successful children who are now professionals with their own families.
* **2 Major Life Failures:** A failed attempt to start a small business early in her career, which taught her the importance of financial planning and due diligence, and her initial inability to effectively manage a difficult and uncooperative staff member, which taught her the importance of clear communication and documentation.

Brenda's life has been guided by a strong moral compass. She believes in rules, order, and accountability. Her experience as a principal has given her a deep understanding of organizational management, budgeting, and the importance of clear and consistent communication. She is not afraid of conflict and is willing to stand up for what she believes is right, even if it is unpopular. Her life victories have reinforced her belief in her own abilities, while her failures have taught her humility and the importance of seeking expert advice when needed.

### D → Smart Market Questions

* **What keeps them awake at night, eyes open, staring at the ceiling?** The financial instability of the Heritage Condominium. She worries about the chronic delinquencies and the fact that she and other paying owners are subsidizing those who don't pay. She is deeply concerned about the lack of financial transparency and the potential for fraud or mismanagement. She replays conversations with frustrated owners in her head and worries about the long-term viability of the community.
* **What are they secretly afraid of in life?** That the condo association will be hit with a major lawsuit or a large, unexpected special assessment that will deplete her and her husband's retirement savings. She is also afraid that the value of her property will decline due to the mismanagement and financial instability of the association.
* **What are they angry about, and who are they angry at?** She is furious with the previous and current property management companies for their lack of professionalism and transparency. She is also angry with the board members who seem apathetic or unwilling to take decisive action. She is frustrated with the owners who are delinquent in their payments, but she also understands that some of them may be confused by the constant changes in payment systems.
* **Top 3 frustrations they feel every day:**
  1. The inability to get clear, accurate, and timely financial reports.
  2. The constant stream of complaints from other owners about the same unresolved issues.
  3. The feeling of being powerless to effect any real change, despite her position on the board.
* **Biggest secret desire in life:** To see the Heritage Condominium become a model of a well-run, financially stable, and harmonious community.
* **Built-in bias to how they make decisions:** She is data-driven and relies on facts and evidence. She is skeptical of anecdotal information and prefers to see things in writing. She is also biased towards solutions that are systematic, organized, and long-term.
* **Common words or language unique to them:** "Fiduciary duty," "transparency," "accountability," "system of record," "due diligence," "paper trail."
* **Top 3 complaints about existing solutions:**
  1. "Every time we change management companies, we have to learn a new system. It's confusing for the owners and a nightmare for the board."
  2. "We have no central place to track anything. It's all scattered across different emails, spreadsheets, and paper files."
  3. "The financial reports we get are always late and full of errors. We can't make good decisions without good data."

### E → Going Deep

* **Top 3 Dominant Negative Emotions:** Frustration, anxiety, and a sense of being overwhelmed.
* **Top 3 Dominant Positive Emotions From Solving This Problem:** Relief, a sense of control, and pride in her community.
* **Top 3 Beliefs They Hold About The World:**
  1. People are generally good, but they need clear rules and strong leadership.
  2. Financial responsibility is the cornerstone of any successful organization.
  3. Technology can be a powerful tool for good, but it needs to be implemented thoughtfully and strategically.
* **Biggest Lifestyle Desire:** To enjoy a peaceful and worry-free retirement in a community that is safe, beautiful, and financially sound.

### F → Purchasing Habits

* **Top 3 Decision Triggers:**
  1. A clear and compelling return on investment (ROI).
  2. A solution that is backed by data and evidence.
  3. A recommendation from a trusted source, such as another board member or a legal expert.
* **Prior Purchases For This Pain:** The board has tried hiring different property management companies, but each one has come with its own set of problems. They have also considered hiring a forensic accountant to audit the books, but they are hesitant due to the cost.
* **Price Tolerance For Offer:** Brenda is willing to advocate for a significant investment in a real solution, but she needs to be convinced that it will solve the root problems and not just be another temporary fix. She would be comfortable with a monthly subscription fee in the range of $500-$1500 for the entire association, if it could be proven to save money and reduce risk in the long run.
* **Time Horizon Of Solution:** She is looking for a long-term, permanent solution. She is tired of short-term fixes that only create more problems down the road.

### G → Primary Wants

* **Wants to gain:** Control over the association's finances, a clear and accurate picture of the association's financial health, and the respect of her fellow owners.
* **Wants to be:** Seen as a competent and effective board member, a good steward of the association's funds, and a leader who brought positive change to the community.
* **Wants to do:** Implement a system that will ensure financial transparency and accountability for years to come, reduce the number of delinquencies, and improve communication with owners.
* **Wants to save:** The association's money, her own time and energy, and the community from financial ruin.
* **Wants to avoid:** Lawsuits, special assessments, and the continued decline of the community.

### H → Empathy Map

* **Seeing:** Other owners who are confused and angry. Delinquency reports that are getting worse. Late and inaccurate financial statements. A property that is starting to look neglected.
* **Thinking:** "This is a disaster waiting to happen." "I have a fiduciary duty to do something about this." "Why can't anyone else see how serious this is?" "There has to be a better way."
* **Hearing:** Complaints from other owners. Excuses from the property management company. Arguments at board meetings. Warnings from the association's lawyer.
* **Feeling:** Frustrated, anxious, overwhelmed, and a heavy sense of responsibility.
* **Saying:** "We need to get our financial house in order." "We need a single system of record that is owned by the association." "I'm tired of all the excuses." "We need to take action before it's too late."
* **Doing:** Spending hours reviewing financial documents. Writing strongly worded emails to the property management company. Trying to rally other board members to take action. Researching solutions on her own time.