**PERSONA**

|  | **PERSONA PHOTO** |  | **GOALS AND MOTIVATIONS** |  | **CHALLENGES AND OBSTACLES** |
| --- | --- | --- | --- | --- | --- |
| * Would like to advance his career in the Lawn care business * Would like to reach many other customers not just regional ones. * He is passionate for all things lawn and garden care related. | * Quandale is unable to access many customers as he does not know how to surf the web. His work comes from word of mouth and occasional advertisements * Quandale is getting older and can’t be having too much physical exercise |
|  |  |
| **QUOTATION** | |
| **“I absolutely hate technology, and I'm computer illiterate, and I never use any labor-saving devices although I'm not convinced that a computer is a labor-saving device.”** | |
| **NAME** | |
| Quandale Dingle | |
| **AGE** | |  |  |
| 62 | | **FRUSTRATIONS** | **SOURCES OF INFORMATION** |
| **GENDER** | | * Is computer illiterate * Doesn’t know how to talk to people extremely well in the real world. * He is unable to access the internet. | **BOOKS** |
| Male | | **Non fiction** |
| **LOCATION** | | **BLOGS** |
| Auckland, New Zealand | | * **cannot access blogs due to computer illiteracy** |
| **OCCUPATION** | | **CONFERENCES** |
| Lawn mowing Professional | | **Lawn and Landscaping confrences** |
| **JOB TITLE** | | **EXPERTS** |
| Landscape Manager | | **Friends and colleagues in the business** |
| **HIGHEST LEVEL OF EDUCATION** | | **MAGAZINES** |
| High school Diploma | | **Gardening magazines** |
| **ANNUAL INCOME** | | **WEBSITES** |