|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **PERSONA PHOTO** |  | **GOALS AND MOTIVATIONS** |  | **CHALLENGES AND OBSTACLES** |
| - Needs a website for his lawn mowing business where clients can ask for a lawn mowing quote and purchase lawn care equipment  - Wants to grow his client base  - Wants to hand the business down to his son when he retires | - Not skilled with computers and lacks knowledge of website development  - Limited budget |
|  |  |
| **QUOTATION** | |
| **“**The way to get started is to quit talking and begin doing”. | |
| **NAME** | |
| Reginald Smith | |
| **AGE** | |  |  |
| 58 | | **FRUSTRATIONS** | **SOURCES OF INFORMATION** |
| **GENDER** | | - Having difficulty with finding new clients without an online platform  - Many web developers’ quotes are outside his budget  - Many of his clients are frustrated that he has no online platform causing them to use Reginald’s competitors instead. | **BOOKS** |
| Male | | **Non-fiction material** |
| **LOCATION** | | **BLOGS** |
| Napier, New Zealand | | **Gardening blogs** |
| **OCCUPATION** | | **CONFERENCES** |
| Lawn mowing business owner | | **Attends an annual home and garden convention** |
| **JOB TITLE** | | **EXPERTS** |
| Owner | | **Group of friends also in the lawn mowing business** |
| **HIGHEST LEVEL OF EDUCATION** | | **MAGAZINES** |
| Bachelor’s degree in Business management | | **Landscaping/gardening magazines** |
| **ANNUAL INCOME**  **$65,000** | | **WEBSITES**  **News websites/tabloids** |