**Mushy Sean**

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|  |  |  | **GOALS AND MOTIVATIONS** |  | **CHALLENGES AND OBSTACLES** |
| * Become NZ restaurant’s gourmet mushroom supplier. * Be able to get all the information he needs to run his business from the website – sales, stock numbers. * Make Mushrooms by the Sea his main source of income. * Work-life balance goal: less work, more surfing! | * Able to work with computers, but no in-depth knowledge re websites. * The busier his business gets, the less free time he has – he is getting tired of his friends bragging about the surf at Indies that he missed out. * Challenge: how to keep mushrooms trending? |
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| **QUOTATION** | |
| **“Everything tastes better with mushrooms!”** | |
| **NAME** | |
| Sean Smith | |
| **AGE** | |  |  |
| 29 | | **FRUSTRATIONS** | **SOURCES OF INFORMATION** |
| **GENDER** | | * Not being able to get out if the surf is on. * Having many customers, but not enough mushrooms in stock! | **BOOKS** |
| Male | | * *Mushrooms Demystified* by David Arora * *100 Edible Mushrooms* by Micheal Kuo |
| **LOCATION** | |  |
| Lorenzen Bay, Raglan | |  |
| **OCCUPATION** | |  |
| Full-time mushroom grower | |  |
| **JOB TITLE** | |  |
| Website Administrator / Business Owner | |  |
| **HIGHEST LEVEL OF EDUCATION** | |  |
| Started a course in Polytech, but dropped out to surf full-time | |  |
| **INCOME** | |  |

$70K