

James Watson

**Organised
Adventurous**



"I like to make things quick and simple for myself"

James is a consultancy manager. His time is the most important thing to him, as he treats it like gold. He enjoys using tools that make his life easy, and he likes consistent recommendations on things he is interested in on the high street. However, he does not really tolerate bad service, and immediately stop using a service that wastes his time.

Age 40
Gender Male
Marital Status Single
Occupation Manager

Needs

- ✓ Get applicable recommendations on the high street based on his own profile

Ideal Features

- ✓ Ability to get a quick and efficient response from the app
- ✓ Having access to a broad range of items and categories
- ✓ Being able to get quick and most relevant responses
- ✓ Being able to interact with the chat-bot easily

Frustrations

- ✓ Getting a large number of unsuccessful responses
- ✓ Getting wrong recommendations

Key Attributes

Time management



Patience



Technological experience



Help Use



Knowledge



Picture Source

<https://randomuser.me/api/portraits/men/80.jpg>