Shaun Perkins

age: 34
residence: Birmingham, UK
education: Plumbing Course
occupation: Plumbing Business Owner
marital status: Single

Looking for a way to grow my Business

Sean is juggling many projects and priorities. He appreciates help from his vendors and employees. He wants a way to grow his business connections so that he is able to earn more money from local people.

Comfort With Technology

INTERNET
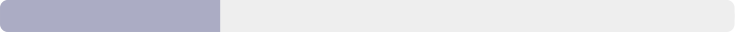
SOFTWARE

MOBILE APPS

SOCIAL NETWORK

Criteria For Success:

Want's a web application that he can advertise his business on the go and be able to reach out to people who need plumbing done in their homes as well as grow his workforce

Needs

- Tangible results
- Grow business
- Expand his workforce
- An application that works with his dyslexia
- More local business opportunities

How will this person use this app:

They will use the alerts and community pages to be able to identify and reach out to customers who require his services. Also find and meet other licensed plumbers who could join his business to expand his opportunities. Requiring accessibility features for his dyslexia.

Values

- Detailed planning
- Concrete expectations
- Community Values

Fears

- Failure
- Wasting money
- Not getting enough customers