User Persona 1

Persona 1
John Kimble

Key Attribute

Add adjectives to describe this persona

Family-oriented, responsible, practical, active, organized
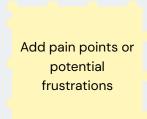
Short Description

Add phrases to bring this persona to life

John is a 54 year old married father of three who has a manager position in the corporate field. He makes a stable middle-class income and prioritizes his children's education and family bonding.

Needs

Add the persona's reasons for taking this particular journey

John wants to ensure that his children have vehicles for as they are about to go to college. However, John cannot afford to buy three brand vehicles. As a result, John wants to buy used vehicles with desired characteristics such as low mileage and no accident history.

Challenges

Add pain points or potential frustrations

- Tech-related comfort level: John has moderate proficiency with technology, and not comfortable with complex apps
- Financial stress

Opportunities

Add ways that your product or service can address the pain points

- Categorization features that helps look at vehicles in his desired price range.
- Features that help John look at more family friendly brands such as Honda and Toyota.
- User-friendly interface that has clear instructions
- Insight through a data table which can provide more detailed information about desired brands

User Persona 2

Persona 1
London Smith

Ambitious, socially active, tech-savvy, anxious

London is 21 years old and is about to graduate from a 4-year university. She lives with her parents but plans on moving out after graduation. She has no car but has an entry level software engineering job lined up for her.

London is looking forward to being fully financially independent even though she'll have student debt. However, she doesn't have a car and is looking for a vehicle. Due to her debt, she is looking for a used vehicle.

- Limited experience looking at vehicles independently
- Student loan repayment stress
- Lack of car knowledge

- Easy and intuitive tools such as sliders and drop down menus for filtering.
- Ways to visually look at price of desired brands such as the line chart.
- Ways to look at important other characteristics of vehicles such as mileage and transmission type.