

James Andrews



Age: 30-40
Work: Marketing
Family: Single
Location: Raleigh, NC
Character: Urban Gentleman Farmer

"I like to support the growth of all things local, no matter the type. I feel like growing existing local business develops new local business. Everyone benefits."

- Creative
- Responsible
- Outgoing
- Curious
- Civic Minded

Bio

James is a mid-level marketing guru who is involved in connecting local companies and business of all sizes to each other and opportunities in the local community. He is very focused on finding out more about all of the businesses he patronizes no matter the type, both for his own information, and for finding out if he can help them.

While working on a current project, James ate at Sitti, an Empire Eats property, and realized they might be a good addition to his project. When he went to the Empire Eats website, he had trouble finding relevant information about the company's involvement in the greater Raleigh community, as well as few ways to get in touch with them about his project.

The overall impression of their current website left him feeling discouraged towards working with them now or in the future.

Goals

- Learn more about Empire Eats as a local business.
- Develop relationship with company for future opportunities.
- Feel like I'm supporting a local business who supports Raleigh.

Frustrations

- Having a hard time finding sought information.
- It's ugly and I don't want to stay on the site.
- Information and services fall short on easy use for customer.
- Sought information isn't available on companies website.

Motivations

