

## Persona:

Name:

Frankly Speaking

Gender:

Male

Age:

45-54

Occupation:

Software Developer

Education:

B.S. Electrical Engineering

M.S. Industrial Engineering



Movies In Last Year:

Gravity

Interstellar

Doesn't go to the movies, watches Netflix and Amazon Prime

TV Shows:

Academy Awards

Doesn't watch television, watches Netflix and Amazon Prime

Frequented Web Sites:

New York Times

Washington Post

Engadget

Gizmodo

Solution history?

original solution: normal charger cable kept in koss earphone satchel

current solution: Kero Nomad Cable



At what cost?

bought Kero Nomad Cables for \$20 on Amazon.

discovered Nomad Cable on MacRumors.

Reason for purchase?

uses phone as hotspot in workspace, the workspace wifi is too slow mid-day when the workspace is busy with patrons - so, the phone is on, as a data link, most of the day.

Marketing Venue?

use same raffle trick as Nomad Cable on MacRumors on frequented web sites.

Word of Mouth?

goes to same workspace every day.

Link to Interview:

<https://github.com/autohandle/Entrepreneurship101/blob/master/Assignment%231/interviews/frank.pdf>