

Marcus Derde

"I dunno man, sometimes you just gotta do what they tell ya, ya know."



About

Age: 25

Gender: Male

Family: Wife. 2 kids, 1 on the way.

Income: Middle-class

Status: "the new guy"

Education: HS Diploma

Tech Readiness

Computer Type:

- iPad

Computer Usage:

- Email
- Facebook
- Basic word processor
- Reddit
- FaceTimes with his sister regularly

A day in the Life

Marcus arrives to work exactly on time and leaves work exactly on time. Never late, never early. He comes in tired, sick, and he never complains. Marcus really enjoys working outside, but the manual labor is exhausting, especially when his three year keeps him up half the night. He spends his weekend working at his Dad's auto-body shop to earn some extra cash for his family.

Marcus is a hard worker who is known to go with the flow. He is observant and quiet most of the time, probably from pure exhaustion. He is polite and gets the job done right.

Profile

Geographic:

Lives in the same town he works in.

Small town with lower-middle class families.

Primary businesses: industry/education/city government

Psychographic profile:

Family Oriented spends time with his wife and kids on the weekend works 2 jobs.

Easy going, doesn't want to rock the boat. Enjoys a team atmosphere.

User Type:

Comfortable

Customer behavior toward product:

Ready for something new, doesn't want to show enthusiasm for fear of being singled out.

Customer behavior toward workplace:

Newest guy on the team, no city loyalties, wants to stay for government benefits.