

# Andy Pinski

"Yeah, I know how to use that... what did you say the name of it was again?"



## About

**Age:** 46

**Gender:** Male

**Family:** Wife, 1 teenager, & 1 away at college.

**Income:** Middle-class

**Status:** "just Andy"

**Education:** HS Diploma

## Tech Readiness

### **Computer Type:**

- Has a laptop but uses the desktop unless he's watching Netflix

### **Computer Usage:**

- Ordering Pizza
- News
- Netflix

## A day in the Life

Andy is a good 'ol boy from Texas. He's never even been outside the state. He always has a story to tell when he comes in in the mornings. Whether it's about his wife nagging him or the best beer he's ever had Andy always has something to say.

Andy is a rule follower. He's they guy who always brings a doctor's note, and follows the handbook to the letter. Though a bit rigid, he's a good worker, albeit clumsy. He's constantly spilling paint and forgetting tools. It's not that he's careless, he's just unlucky. This lack of luck makes him an easy target for workplace jokes. Andy is bothered by the jokes but shrugs them off. Years of misfortune has taught him it's better that way.

## Profile

### **Geographic:**

Lives in the country, a town over from where he works.  
Lives on the same homestead his parents live on.  
Volunteers at VBS every summer

### **Psychographic profile:**

Clumsy, Moody, with good intentions.  
Picked on by other workers  
Self-conscious but pretends not to be.

### **User Type:**

Over Confident

### **Customer behavior toward product:**

Afraid he won't know what to do, hopes he can fake his way through it.

### **Customer behavior toward workplace:**

Been on the team for a while, no real relationships with any of the other staff.