

David Jones

"I don't know why we started doing it that way in the first place."



About

Age: 60

Gender: Male

Family: Wife. 4 grown kids.

Income: Middle-class

Status: "ask David -he'll know"

Education: GED

Tech Readiness

Computer Type:

- none

Computer Usage:

- none

A day in the Life

David has paid his dues, and he knows it. He doesn't hesitate to show up to the morning meeting with a donut in hand. He's good with his hands but "can't work until he's had his morning mud." He knows the inner workings of this job better than anyone around, and doesn't hesitate to tell you so. David doesn't have an email address and his phone number is the same it's been his whole life. He calls the computer "the lazy man's machine" and thinks things get done better with "good 'ol pen and pad."

David enjoys the team more than ever. He's constantly telling anyone who can hear how happy he is at work. He's a bit mushy and talks about his wife often. He likes doing her "honey-do" list because it lets him tinker around the house.

Profile

Geographic:

Lived in the same town his whole life, raised his kids in the house he's in now.

Psychographic profile:

Prides himself on being good with his hands.

- Opinionated
- Honest
- Respectful

User Type:

Resistant

Customer behavior toward product:

Refuses to touch the computer but agrees to participate as a group or to read the handouts.

Customer behavior toward workplace:

Looking forward to retirement.