

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.

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.

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.