



AGE

35

GENDER

MALE

OCCUPATION

UNIVERSITY PROFESSOR

TECH LITERATE

HIGH

QUOTE

Aspiring teacher, cool guy, socially awkward, very picky with the services he uses, low attention span

PHONE:
678-555-0103

WEBSITE:
Website goes here

EMAIL:samuel@gmail.com

Hobbies

Teaching
Tech
Sports

SAMUEL

BIO

He is on the verge of a new discovery in Physics. He has a social girlfriend, likes to hang out with his friends on local pubs.

CORE NEEDS

Wants the services he engaged are fully customizable.
Needs to contact the customer services without much hassle.
Only have a limited time outside of his work and family life.

FRUSTRATIONS

Stopping by on unrelated products or services when browsing online.
Poor customer service or aftersales support.
Frustrates when he sees h's favorite items out of stock
