

Customer Persona #3

Karan is a sixty-six year old retired pro tennis player. Karan is quite wealthy from having invested the tennis earnings very well, and got a degree in economics out of interest as a nontraditional student after retiring from tennis. Karan lives in Strasburg, in northern Virginia, with a population of about 7,000, and which gets a few storms each year with a small amount of snow. Karen's interest in the plow service is to get a simple set-it-and-forget-it service for plowing, where they can request plowing for snow. Unlike Gary, Karan doesn't want to think about the amount of snow, or anything like that. Karan's vehicle is a one year old Tesla Model S. The vehicle is not very good at driving in snow. Karan has a top-of-the-line iPhone, and is an expert at using it. Karan is a very active person in the community, and is responsible for most community events.

Karan is an early tech adopter.