

## Customer Persona #2

Gary is a new graduate from university, with a degree in mathematics. Gary is 24 years old, working as a data analyst for a cement processing company in North Dakota. Gary lives at the edge of a city with 40,000 residents. The city gets roughly four snow storms each winter, generally giving large amounts of snow, between 18 and 24 inches in a typical storm. Gary has a 9 to 5 job schedule, and needs to be able to leave and return from their drive way regularly. Gary's interest in the plow service is to get a set-it-and-forget-it service for plowing, where they can specify that when there are more than three inches of snow, they want their drive way plowed. Gary makes about \$45,000 per year, and their vehicle is a three year old Hyundai Santa Fe. The vehicle is quite good at driving in snow, but Gary does not want to have a plow on it, because a plow would add wear and tear and would require extra thought and focus, and their job needs a lot of energy, so Gary does not want to think about plowing themselves. However, because it is good in the snow, Gary does not want the drive way plowed at all when there are only three or fewer inches of snow, because they can just drive out on it.

Gary has a smart phone that they were given by a family member, but does not really use it much and is not comfortable using it. Gary is right-handed, but has right hand partially paralyzed from an accident while bicycling, so finds touch-driven interfaces difficult to use, and wants large tap targets in them. Gary is good at typing, using a left-hand Dvorak keyboard.

Gary is a loner, and does not really participate in the community, usually just staying home and watching sports on television after they get home from work. They are quite an energetic personality, but are too tired after work to do much. Gary is not interested in most computing technology, and avoids it when possible, but is skilled at doing statistical analysis using the R language in a command-line UNIX-like computing environment. Gary's focus in life is to enjoy their work and learn more about mathematics.

Gary is an average customer of the snow plowing app, not being particularly profitable but not being unprofitable either. Gary avoids commercial branded products if possible, and only uses them when they are the most practical choice. They use smart phone and plowing app because of a family member who *really* wants Gary to get into this sort of thing. Gary is hostile to branding in general, but has no particular animosity towards the plowing app, as it has served them well. Gary's perception of the value of the app is determined by how little they have to think about it: they are happiest when they can just configure regular plowing and set up the criteria for when they want to get plowing, and then leave it be and have their drive way plowed for them without having to put more thought into it.

Gary is not comfortable at all with smart phones, or electronics in general, outside of R and command-line UNIX.

Gary likes weight lifting on weekends, and is moderately fit. While they could shovel their driveway, for the same reason that they do not want to try to plow it themselves they do not want to: it would take away from their energy for work during the week.