

NAME Dennis the weekend fisherman

DESCRIPTOR Enjoys fishing with friends even when nothing is biting.

QUOTE “A bad day of fishing is better than a good day at the office, unfortunately that describes most of my days fishing.”

WHO IS IT ?
Age: 32
Location: Clio, Michigan
Job: Car Salesman
Technical Skills: Average, uses computers to research cars at the dealership. Also enjoys playing fantasy football.
About: Fishes a few times a month during the spring and summer on lakes and ponds near his house. Never learned how to fish beyond the little that his father taught him when he was younger, which isn’t much, and wants to learn more tips and tricks.



WHAT GOALS?
Wants to learn more about how fish behave in order to improve his fishing skill and, in turn, have more fun while fishing. Tired of being out fished by his friends.

WHAT ATTITUDE?
Wants to quickly and easily be able to watch videos and read articles on fishing tips without having to spend hours browsing YouTube and fishing forums.

WHICH BEHAVIOUR?
Dennis is technically savvy and does not having a problem learning how to use new software and websites. Has a smart phone with a few sporting news applications that he enjoys reading on his down time. Appreciates when a website or application allows him to easily access different types of information like videos, stories, list oriented articles and step-by-step descriptions.

Dennis enjoys gathering information about the things he likes (sports, fantasy football)

Being able to easily acquire knowledge apply it immediately is important to Dennis

Dennis is a slow decision maker, who likes to acquire facts and information before making an educated decision.