

AI Personas: Comparison with Baselines

Table of Contents

Baseline 1 – No Data Input	2
Potential buyers of the Fiat 600e	2
Potential buyers of the Fiat 500e	5
Potential buyers of Fiat 600e competitor cars in the UK	8
Baseline 2 – TM Visualisation-Based (e.g. Wordcloud, Intertopic Distance Map).....	13
Potential buyers of the Fiat 600e	13
Potential buyers of the Fiat 500e	15
Potential buyers of Fiat 600e competitor cars in the UK	17
Comparison of Personas.....	22
Comparison of Results	23

Baseline 1 – No Data Input

Potential buyers of the Fiat 600e

Persona 1: Urban Millennial Professional

Demographics:

- **Age:** 28-35 years old
- **Gender:** Male/Female
- **Location:** Urban areas (e.g., London, Manchester, Birmingham)
- **Occupation:** Mid-level professional in tech, finance, or creative industries
- **Income:** £35,000 - £55,000 annually
- **Education:** University degree
- **Family Status:** Single or in a relationship, no children

Goals:

- Reducing their carbon footprint and contributing to environmental sustainability.
- Enjoying the convenience of electric driving in a city, with low running costs.
- Seeking a vehicle that reflects their modern, tech-savvy lifestyle.
- Balancing a comfortable commute with ease of parking in crowded urban areas.

Pain Points:

- Concerned about the availability and reliability of public charging infrastructure.
- Limited budget for a new car, seeking value for money without compromising on quality.
- Balancing the desire for a stylish, eco-friendly vehicle with practical features and affordability.
- Navigating government incentives and understanding the total cost of ownership.

Purchase Behaviour Insights:

- **Factors Contributing to Purchase:**
 - Strong emphasis on sustainability and environmental impact.
 - Appeal of low running costs and government incentives (e.g., EV grants, lower taxes).
 - Preference for modern design, advanced tech features, and a brand that aligns with their values.
 - Interest in compact vehicles suitable for city driving and parking.
- **Budget Considerations:**
 - Budget typically ranges from £20,000 to £30,000, with a preference for financing or leasing options to manage costs.
 - Attracted to vehicles offering the best value, including potential savings on fuel and maintenance.
- **Decision-Making Influencers:**
 - Influenced by peers, social media, and environmental trends.
 - Likely to consult online reviews, EV comparison sites, and visit dealerships for test drives.
 - Decisions are often made jointly with a partner or influenced by recommendations from friends or family.

Persona 2: Eco-Conscious Young Family

Demographics:

- **Age:** 30-40 years old
- **Gender:** Male/Female
- **Location:** Suburban areas (e.g., Cambridge, Reading, Bristol)
- **Occupation:** Mid-to-senior level professionals in education, healthcare, or public sector
- **Income:** £45,000 - £70,000 combined household income
- **Education:** University degree(s)
- **Family Status:** Married or in a long-term relationship, one or two children under 10 years old

Goals:

- Providing a safe, reliable, and eco-friendly vehicle for family use.
- Transitioning to an electric vehicle (EV) to reduce family's carbon footprint.
- Ensuring the vehicle is cost-effective in terms of maintenance, fuel, and running costs.
- Finding a car that fits family needs while still being compact and practical for daily use.

Pain Points:

- Concerns about the range of electric vehicles and the availability of charging points, especially during longer trips.
- Budget constraints, balancing the need for a family-friendly vehicle with the desire to go electric.
- Potential apprehension about the shift from traditional petrol/diesel vehicles to electric ones.
- The need for a vehicle with sufficient space for family outings but still manageable in suburban environments.

Purchase Behaviour Insights:

- **Factors Contributing to Purchase:**
 - High priority on safety features and space for family needs, including child car seats.
 - Interested in the long-term cost savings associated with electric vehicles (e.g., lower fuel and maintenance costs).
 - Desire to take advantage of government incentives and subsidies for electric vehicles.
 - Importance of a brand with a strong reputation for reliability and customer service.
- **Budget Considerations:**
 - Budget typically ranges from £25,000 to £35,000, with a strong preference for vehicles offering strong resale value and low operating costs.
 - Considering both purchasing outright and financing options, with a focus on total cost of ownership over time.
- **Decision-Making Influencers:**
 - Decisions are heavily influenced by spouse/partner and often involve input from extended family or friends.
 - Likely to research extensively online, read reviews, and compare different EV models within their budget.
 - Visits to dealerships for test drives and discussions with sales representatives are crucial in the final decision-making process.

Persona 3: Retired Empty Nester

Demographics:

- **Age:** 60-70 years old
- **Gender:** Male/Female
- **Location:** Rural or semi-rural areas (e.g., Cotswolds, Lake District, rural Scotland)
- **Occupation:** Retired or part-time consultancy work
- **Income:** £30,000 - £45,000 pension income
- **Education:** Secondary education or higher
- **Family Status:** Married or widowed, children are grown and live independently

Goals:

- Downsizing to a more manageable vehicle for local and regional travel.
- Transitioning to an electric vehicle as a step towards a greener lifestyle.
- Seeking comfort and ease of driving, with a focus on reliability and low maintenance.
- Desire for a car that is easy to drive and park, especially in smaller towns and rural areas.

Pain Points:

- Concerns about understanding new technology and adapting to an electric vehicle.
- Limited charging infrastructure in rural areas, leading to range anxiety.
- Managing the upfront cost of a new electric vehicle on a fixed income.
- Need for straightforward, easy-to-use features rather than complex, high-tech gadgets.

Purchase Behaviour Insights:

- **Factors Contributing to Purchase:**
 - High priority on simplicity, comfort, and reliability.
 - Interest in the environmental benefits of electric vehicles, but needs assurance of practicality and ease of use.
 - Preference for a vehicle that offers a quiet, smooth driving experience.
 - Consideration of a brand's reputation, particularly regarding customer service and ease of maintenance.
- **Budget Considerations:**
 - Budget typically ranges from £20,000 to £30,000, with a preference for paying outright rather than financing.
 - Sensitive to the total cost of ownership, including potential savings on fuel and tax, but cautious about the initial purchase price.
- **Decision-Making Influencers:**
 - Influenced by their own research, recommendations from family members (especially children), and trusted sources like consumer reports or local dealerships.
 - Likely to visit multiple dealerships, valuing personal interaction and clear explanations of vehicle features.
 - Decisions are often made independently but with occasional input from adult children or friends.

Potential buyers of the Fiat 500e

Persona 1: Young Urban Professional

Demographics:

- **Age:** 22-30 years old
- **Gender:** Female
- **Location:** Large cities (e.g., London, Edinburgh, Bristol)
- **Occupation:** Entry to mid-level roles in marketing, fashion, media, or tech
- **Income:** £25,000 - £40,000 annually
- **Education:** University graduate
- **Family Status:** Single or living with a partner, no children

Goals:

- Seeking a stylish, compact car that is easy to park and maneuver in busy city environments.
- Looking for a vehicle that aligns with their eco-conscious lifestyle and values.
- Interested in the latest tech features and connectivity options.
- Prioritizing low running costs and the ability to take advantage of urban charging infrastructure.

Pain Points:

- Concerned about the range of electric vehicles, particularly for longer weekend trips.
- Limited budget for a new car, needing to balance style with affordability.
- Navigating the complexities of electric vehicle charging and maintenance for the first time.
- Desire for a fashionable car that stands out, but without high-end luxury pricing.

Purchase Behaviour Insights:

- **Factors Contributing to Purchase:**
 - High emphasis on design, brand image, and the car's appeal as a statement piece.
 - Attraction to low running costs, including savings on fuel and potential government incentives.
 - Interested in modern, user-friendly tech features such as smartphone integration, navigation, and parking assistance.
 - Preference for a car that is both fun to drive and environmentally friendly.
- **Budget Considerations:**
 - Budget typically ranges from £20,000 to £25,000, with a strong interest in financing or leasing options to manage monthly costs.
 - Attracted to promotions, special offers, and packages that enhance the vehicle's value.
- **Decision-Making Influencers:**
 - Strongly influenced by social media, online reviews, and word-of-mouth recommendations from peers.
 - Likely to engage in significant online research and compare options before visiting a dealership.
 - Decisions are often influenced by aesthetics and lifestyle fit, with practicality being a secondary consideration.

Persona 2: Middle-Aged Urbanite

Demographics:

- **Age:** 40-55 years old
- **Gender:** Male
- **Location:** Urban and suburban areas (e.g., Manchester, Glasgow, Leeds)
- **Occupation:** Senior professional or business owner
- **Income:** £50,000 - £75,000 annually
- **Education:** University degree or higher
- **Family Status:** Married or in a long-term partnership, children may have left home or are teenagers

Goals:

- Looking for a second car that is convenient for city driving and short commutes.
- Interested in reducing carbon footprint and exploring electric vehicles for the first time.
- Seeking a compact vehicle that offers ease of parking and low maintenance costs.
- Prioritizing a car that combines style with practicality and modern technology.

Pain Points:

- Concerned about the cost of switching to an electric vehicle, including initial outlay and potential hidden costs.
- Navigating the growing but still limited charging infrastructure in suburban areas.
- Balancing the desire for a trendy, modern vehicle with the need for reliability and ease of use.
- Uncertainty about the long-term value and resale potential of electric vehicles.

Purchase Behaviour Insights:

- **Factors Contributing to Purchase:**
 - High priority on brand reputation and reliability, seeking a vehicle that offers peace of mind.
 - Interested in the low running costs and potential savings on fuel and maintenance with an electric vehicle.
 - Attracted to modern conveniences such as quick charging, in-car technology, and easy-to-use navigation systems.
 - Preference for a car that is compact yet offers a premium feel and finish.
- **Budget Considerations:**
 - Budget typically ranges from £25,000 to £30,000, with a willingness to pay a premium for perceived quality and brand value.
 - Likely to consider financing options but also open to outright purchase depending on the total cost of ownership.
- **Decision-Making Influencers:**
 - Decisions are influenced by spouse/partner and consideration of overall family needs.
 - Likely to conduct thorough research online, including reading reviews, comparing models, and visiting multiple dealerships.
 - Influenced by long-term cost savings and potential incentives, with a focus on the vehicle's reliability and service offerings.

Persona 3: Retired Urban Dweller

Demographics:

- **Age:** 65-75 years old
- **Gender:** Female
- **Location:** Urban areas or small towns (e.g., Brighton, Bath, Oxford)
- **Occupation:** Retired, with past experience in education, healthcare, or civil service
- **Income:** £20,000 - £35,000 pension income
- **Education:** Secondary education or higher
- **Family Status:** Widowed or married, with grown-up children living independently

Goals:

- Looking for a small, easy-to-handle car for local errands and short trips.
- Interested in adopting new technology, including electric vehicles, to reduce environmental impact.
- Seeking a vehicle that is affordable to run, with low maintenance and fuel costs.
- Prioritizing comfort, safety, and ease of driving, with a focus on straightforward features.

Pain Points:

- Concerned about the complexity of new technology, including in-car systems and charging processes.
- Limited budget for a new car, requiring careful consideration of upfront costs versus long-term savings.
- Anxiety about adapting to an electric vehicle, especially regarding charging and range.
- Desire for a reliable, well-built car that is not too high-tech or overwhelming.

Purchase Behaviour Insights:

- **Factors Contributing to Purchase:**
 - High priority on simplicity, comfort, and ease of use, with straightforward controls and minimal tech complications.
 - Interested in the environmental benefits of an electric vehicle but requires reassurance of practicality and reliability.
 - Attraction to low running costs and the potential for savings on fuel and taxes.
 - Preference for a brand known for customer service, reliability, and ease of maintenance.
- **Budget Considerations:**
 - Budget typically ranges from £18,000 to £25,000, with a preference for vehicles offering good value and minimal additional costs.
 - Likely to consider financing options but would prefer a purchase that fits within their budget without stretching finances.
- **Decision-Making Influencers:**
 - Decisions are influenced by adult children or close friends, particularly those familiar with electric vehicles.
 - Likely to visit local dealerships for in-person advice, valuing personal interaction and clear, simple explanations.
 - Influenced by recommendations from trusted sources, such as consumer reviews or local community feedback.

Potential buyers of Fiat 600e competitor cars in the UK

Persona 1: Tech-Savvy Urban Professional (All-Electric MINI Cooper 2024)

Demographics:

- **Age:** 30-40 years old
- **Gender:** Male
- **Location:** Large cities (e.g., London, Manchester, Edinburgh)
- **Occupation:** Senior professional in tech or finance
- **Income:** £60,000 - £80,000 annually
- **Education:** University degree or higher
- **Family Status:** Single or in a relationship, no children

Goals:

- Seeking a stylish, premium electric vehicle (EV) that reflects their success and tech-savvy nature.
- Looking for a car that combines cutting-edge technology with a fun, engaging driving experience.
- Interested in supporting environmental sustainability without compromising on performance or aesthetics.
- Prioritizing a compact car that is easy to park and navigate in urban environments.

Pain Points:

- Concerned about the higher upfront cost of premium electric vehicles.
- Navigating the complexities of EV charging, particularly in city environments with limited parking.
- Balancing the desire for a high-performance vehicle with eco-conscious goals.
- Expecting top-notch customer service and vehicle reliability to match the premium price point.

Purchase Behaviour Insights:

- **Factors Contributing to Purchase:**
 - Strong emphasis on brand reputation, design, and premium features.
 - Attraction to high-performance specs, such as acceleration, handling, and cutting-edge tech.
 - Interest in a vehicle that offers a blend of luxury and environmental responsibility.
 - Preference for a car that stands out as a status symbol while being practical for daily use.
- **Budget Considerations:**
 - Budget typically ranges from £30,000 to £40,000, with a willingness to spend more for premium features and brand prestige.
 - Likely to consider financing or leasing options but focused on long-term value and resale potential.
- **Decision-Making Influencers:**
 - Strongly influenced by lifestyle fit, brand prestige, and peer opinions.
 - Likely to engage in extensive research, including test drives, expert reviews, and comparisons with similar premium EVs.

- Decisions are often made independently, with a strong focus on personal satisfaction and brand loyalty.

Persona 2: Eco-Conscious Family (Hyundai Kona Electric)

Demographics:

- **Age:** 35-45 years old
- **Gender:** Female
- **Location:** Suburban areas (e.g., Surrey, Hertfordshire, Cheshire)
- **Occupation:** Mid-to-senior level professional in healthcare, education, or public sector
- **Income:** £50,000 - £70,000 combined household income
- **Education:** University degree
- **Family Status:** Married with one or two children under 12 years old

Goals:

- Looking for a reliable, spacious family car that is also environmentally friendly.
- Seeking to transition to an electric vehicle to reduce the family's carbon footprint and save on running costs.
- Interested in a vehicle that offers enough space for children, luggage, and family outings.
- Prioritizing safety, reliability, and ease of use, with a focus on comfort for both short and long journeys.

Pain Points:

- Concerned about range anxiety, particularly for longer family trips.
- Balancing the desire for an eco-friendly vehicle with the need for practicality and space.
- Budget constraints, needing to find a vehicle that offers value for money without sacrificing quality.
- Managing the learning curve associated with EV technology, including charging and maintenance.

Purchase Behaviour Insights:

- **Factors Contributing to Purchase:**
 - High priority on safety features, space, and comfort for family needs.
 - Interest in the long-term savings associated with electric vehicles, such as lower fuel and maintenance costs.
 - Attraction to practical, easy-to-use technology that enhances driving experience and convenience.
 - Preference for a vehicle that is versatile enough for both city driving and family holidays.
- **Budget Considerations:**
 - Budget typically ranges from £30,000 to £35,000, with an emphasis on value for money and total cost of ownership.
 - Likely to consider financing or leasing options to manage monthly costs and take advantage of incentives.
- **Decision-Making Influencers:**
 - Decisions are heavily influenced by spouse/partner and consideration of overall family needs.
 - Likely to consult online reviews, family-friendly car ratings, and visit multiple dealerships for test drives.

- Influenced by long-term cost savings, government incentives, and recommendations from other families.

Persona 3: Adventure-Seeking Young Professional (Jeep Avenger)

Demographics:

- **Age:** 28-35 years old
- **Gender:** Male/Female
- **Location:** Rural or semi-rural areas (e.g., Cornwall, Lake District, Scottish Highlands)
- **Occupation:** Outdoor activity instructor, freelancer, or remote worker
- **Income:** £30,000 - £45,000 annually
- **Education:** College or university education
- **Family Status:** Single or in a relationship, no children

Goals:

- Seeking a rugged, reliable electric vehicle that can handle both city streets and off-road adventures.
- Interested in a car that supports an active lifestyle, including weekend trips, outdoor activities, and remote working.
- Prioritizing a vehicle that is both eco-friendly and capable of handling varied terrains.
- Looking for a car with a distinctive, bold design that reflects their adventurous spirit.

Pain Points:

- Concerned about the range and charging infrastructure in rural areas.
- Balancing the need for off-road capability with the desire for an environmentally friendly vehicle.
- Limited budget, needing to find a vehicle that offers robust features without breaking the bank.
- Navigating the learning curve associated with new EV technology and ensuring the car meets their lifestyle needs.

Purchase Behaviour Insights:

- **Factors Contributing to Purchase:**
 - High emphasis on durability, off-road capability, and a design that stands out.
 - Attraction to a brand with a strong heritage in rugged, outdoor-oriented vehicles.
 - Interested in a car that offers a mix of practicality for daily use and versatility for weekend adventures.
 - Preference for a vehicle that is compact yet capable, with features that support an active, outdoorsy lifestyle.
- **Budget Considerations:**
 - Budget typically ranges from £28,000 to £35,000, with flexibility for a vehicle that meets specific needs.
 - Likely to consider financing options but focused on value, reliability, and the ability to maintain an adventurous lifestyle.
- **Decision-Making Influencers:**
 - Influenced by outdoor lifestyle publications, online reviews, and recommendations from peers in similar lifestyles.
 - Likely to visit dealerships with a focus on testing the car's off-road capabilities and overall performance.

- Decisions are often driven by lifestyle fit, with a strong focus on how the vehicle supports personal hobbies and interests.

Persona 4: Stylish Urbanite (Vauxhall Mokka Electric)

Demographics:

- **Age:** 25-35 years old
- **Gender:** Female
- **Location:** Urban areas (e.g., Birmingham, Leeds, Glasgow)
- **Occupation:** Mid-level professional in fashion, marketing, or design
- **Income:** £35,000 - £50,000 annually
- **Education:** University degree
- **Family Status:** Single or in a relationship, no children

Goals:

- Looking for a stylish, eye-catching electric vehicle that fits their modern, urban lifestyle.
- Interested in a car that combines design flair with practicality for city driving.
- Seeking a vehicle that is eco-friendly and aligns with their values of sustainability and innovation.
- Prioritizing a car that offers modern tech features, connectivity, and a premium feel without a luxury price tag.

Pain Points:

- Concerned about the availability of public charging infrastructure in busy urban areas.
- Balancing the desire for a high-design, stylish vehicle with budget constraints.
- Navigating the newness of EV technology and ensuring the vehicle is user-friendly and easy to maintain.
- Desire for a car that is both practical for daily use and reflects personal style.

Purchase Behaviour Insights:

- **Factors Contributing to Purchase:**
 - High emphasis on design, aesthetics, and brand image.
 - Attraction to modern features such as advanced infotainment systems, connectivity, and ease of use.
 - Interested in a vehicle that offers a premium feel with good value for money.
 - Preference for a car that is compact yet versatile enough for city living, including parking and navigating tight spaces.
- **Budget Considerations:**
 - Budget typically ranges from £25,000 to £30,000, with a focus on financing options that allow for the latest model with minimal upfront costs.
 - Likely to consider leasing options, particularly to manage costs while enjoying new technology and design features.
- **Decision-Making Influencers:**
 - Strongly influenced by social media, fashion trends, and recommendations from peers in creative industries.
 - Likely to conduct research online, including browsing Instagram, design blogs, and watching influencer reviews.
 - Decisions are often driven by a combination of aesthetics, brand alignment, and practicality for urban living.

Persona 5: Practical First-Time EV Buyer (Peugeot e-208)

Demographics:

- **Age:** 30-40 years old
- **Gender:** Male
- **Location:** Suburban areas (e.g., Milton Keynes, Northampton, Swindon)
- **Occupation:** Mid-level professional in education, IT, or public service
- **Income:** £40,000 - £55,000 annually
- **Education:** University degree
- **Family Status:** Married with one child or expecting

Goals:

- Looking for a practical, reliable electric vehicle as a first step into EV ownership.
- Interested in reducing carbon footprint and embracing new technology with an affordable and accessible EV.
- Seeking a vehicle that is cost-effective, with low running costs and ease of maintenance.
- Prioritizing a car that offers safety, practicality, and enough space for a growing family.

Pain Points:

- Concerned about the initial cost of switching to an EV, including understanding government incentives.
- Navigating the transition from a traditional petrol/diesel vehicle to electric, including learning about charging and range management.
- Budget constraints, needing to find a vehicle that is affordable without compromising on essential features.
- Seeking reassurance about the reliability and practicality of electric vehicles in everyday life.

Purchase Behaviour Insights:

- **Factors Contributing to Purchase:**
 - High priority on affordability, reliability, and ease of transition to an electric vehicle.
 - Interested in a vehicle that offers a good balance of features, including safety, tech, and practicality for daily use.
 - Attraction to brands with a strong reputation for reliability and customer service.
 - Preference for a vehicle that is compact yet versatile enough for both solo commuting and small family outings.
- **Budget Considerations:**
 - Budget typically ranges from £25,000 to £30,000, with a focus on value for money and total cost of ownership.
 - Likely to consider financing options to manage costs and potentially take advantage of government grants or incentives.
- **Decision-Making Influencers:**
 - Decisions are influenced by spouse/partner, as well as recommendations from friends, family, and online reviews.
 - Likely to visit multiple dealerships, with a focus on understanding the practicalities of owning and maintaining an electric vehicle.
 - Influenced by practical considerations, such as charging options at home, vehicle reliability, and ease of use in daily life.

Baseline 2 – TM Visualisation-Based (e.g. Wordcloud, Intertopic Distance Map)

Potential buyers of the Fiat 600e

Persona 1: "Budget-Conscious Urbanite"

Demographics:

- Age: 25-35
- Gender: Mixed
- Income Level: Lower-middle to middle-income bracket
- Location: Urban areas with high cost of living (e.g., London, Manchester)
- Occupation: Young professionals, entry-level to mid-level employees, freelancers
- Family Status: Single or newly married, possibly with a young child

Goals:

- Purchase a cost-effective and affordable EV that fits within a tight budget.
- Ensure the car is reliable for daily commutes and occasional weekend trips.
- Make an environmentally conscious decision that also aligns with financial constraints.

Pain Points:

- High initial cost of EVs, concerns about long-term affordability.
- Limited range anxiety—worrying about how far they can travel on a single charge.
- Concern about the total cost of ownership, including maintenance and charging infrastructure.

Purchase Behaviour Insights:

- **Factors Contributing to Purchase Decisions:** Price is the dominant factor, followed by cost-effectiveness over time (e.g., lower fuel and maintenance costs).
- **Budget Considerations:** Looking for value for money—preferable to have a low monthly payment plan, discounts, or government incentives.
- **Decision-Making Influencers:** Likely to be influenced by reviews highlighting affordability, long-term savings, and practicality. They might consult online forums, customer reviews, and seek advice from peers or family who have already transitioned to EVs.

Persona 2: "Tech-Savvy Environmental Enthusiast"

Demographics:

- Age: 30-45
- Gender: Mixed
- Income Level: Middle to upper-middle income bracket
- Location: Suburban areas, often commuting to urban centres
- Occupation: Tech industry professionals, entrepreneurs, eco-conscious businesses
- Family Status: Married with one or two children

Goals:

- Invest in a vehicle that aligns with their tech-savvy and eco-friendly lifestyle.
- Prioritize driving experience, cutting-edge technology, and sustainability.
- Make a statement about their commitment to environmental stewardship through their choice of vehicle.

Pain Points:

- Concerns about the car's battery life and the range for longer trips.
- The perceived high cost of transitioning to an EV, especially with high-end tech features.
- Worry about how well the vehicle integrates with other smart technologies and infrastructure.

Purchase Behaviour Insights:

- **Factors Contributing to Purchase Decisions:** Emphasis on driving experience, battery performance, and environmental impact. Price is important but secondary to the quality and features.
- **Budget Considerations:** Willing to pay a premium for enhanced features such as extended battery life, advanced infotainment systems, and eco-friendly materials.
- **Decision-Making Influencers:** Strongly influenced by technology reviews, environmental impact reports, and peer networks within tech and environmental circles. Likely to be attracted by marketing highlighting the advanced features and sustainability of the Fiat 600e.

Sentiment Trends Over Time:

- **Topic 1:** Positive sentiment peaked around July 2023, with an overall focus on affordability and cost-effectiveness. This suggests a growing interest in EVs as they become more financially accessible.
- **Topic 2:** Sentiment here reflects concerns about the cost and driving experience, with notable attention on battery performance and the vehicle's aesthetic appeal. Negative sentiment at the beginning of 2024 may be linked to frustrations with high costs or unmet expectations in the driving experience.

These personas reflect the primary customer segments likely to be interested in the Fiat 600e within the UK. The first persona emphasizes cost and practicality, while the second is more focused on technology and environmental impact, with a willingness to invest more for these features. Understanding these segments can help tailor marketing strategies, sales approaches, and product offerings to better meet the needs and preferences of these groups.

Potential buyers of the Fiat 500e

Persona 1: "Eco-Conscious City Dweller"

Demographics:

- Age: 30-45
- Gender: Mixed
- Income Level: Middle-income bracket
- Location: Urban centres, particularly in cities with heavy traffic and limited parking (e.g., London, Birmingham)
- Occupation: Professionals working in finance, tech, or creative industries
- Family Status: Single or in a relationship, possibly with no children

Goals:

- Purchase a compact, stylish EV that is ideal for city driving and easy to park.
- Reduce their carbon footprint by transitioning from a petrol or diesel vehicle to an electric one.
- Prioritize driving range and the ability to handle frequent short trips within the city.

Pain Points:

- Concerns about the driving range, particularly in heavy city traffic.
- Worry about the availability and convenience of charging stations in urban areas.
- Anxiety over the initial cost of the vehicle and the long-term affordability of EV ownership.

Purchase Behaviour Insights:

- **Factors Contributing to Purchase Decisions:** Range and battery performance are key factors, followed by the ease of driving in city conditions and the vehicle's aesthetic appeal.
- **Budget Considerations:** Willing to pay a premium for a vehicle that meets their eco-conscious goals and offers convenience in a busy city environment. They may be attracted by leasing options or government incentives.
- **Decision-Making Influencers:** Influenced by eco-friendly marketing, reviews highlighting the vehicle's suitability for city driving, and the availability of charging infrastructure. They often seek recommendations from online communities and social networks.

Persona 2: "Value-Oriented Suburban Commuter"

Demographics:

- Age: 40-55
- Gender: Mixed
- Income Level: Middle to upper-middle income bracket
- Location: Suburban areas, often with a daily commute to nearby cities
- Occupation: Managers, educators, healthcare professionals
- Family Status: Married, possibly with children who are school-aged or older

Goals:

- Invest in a reliable EV that offers a good balance between price, performance, and range.
- Ensure the vehicle is comfortable and capable of handling longer commutes and occasional family trips.
- Seek a cost-effective vehicle that offers long-term savings on fuel and maintenance.

Pain Points:

- Worry about the total cost of ownership, including the price of the vehicle, maintenance, and charging infrastructure.
- Concerns about the vehicle's range, particularly for longer commutes or weekend trips.
- Anxiety over the vehicle's long-term reliability and resale value.

Purchase Behaviour Insights:

- **Factors Contributing to Purchase Decisions:** Price and value for money are crucial, followed by the vehicle's range and comfort features. Reliability and the availability of local servicing are also important.
- **Budget Considerations:** Focused on finding a vehicle that fits within a family budget, with a preference for options that offer long-term savings. Financing options and discounts may be particularly appealing.
- **Decision-Making Influencers:** Influenced by practical considerations such as cost, range, and family needs. They are likely to seek advice from family members, friends, and trusted reviews, with an emphasis on reliability and overall value.

Sentiment Trends Over Time

- **Topic 1:** Sentiment around driving range, city driving, and related features has generally been positive, especially during key periods such as 2020-2021 and mid-2023. This reflects growing confidence in the Fiat 500e as a city-friendly, efficient EV.
- **Topic 2:** Sentiment around price and battery-related concerns fluctuates, with some periods of negative sentiment, especially when price concerns are high. However, there is also recognition of the vehicle's value proposition, as seen in periods of positive sentiment in late 2021 and throughout 2023.

These personas for the Fiat 500e reflect distinct customer segments: the eco-conscious urban dweller prioritizing range and city usability, and the value-oriented suburban commuter focusing on cost-effectiveness and reliability. Understanding these segments can help tailor marketing strategies, sales approaches, and product features to better meet the needs and expectations of these groups.

Potential buyers of Fiat 600e competitor cars in the UK

Persona 1: "Design-Conscious Urban Professional" (All-Electric MINI Cooper 2024)

Demographics:

- Age: 28-40
- Gender: Mixed
- Income Level: Middle to upper-middle income bracket
- Location: Urban centers (e.g., London, Manchester)
- Occupation: Professionals in creative industries, marketing, or tech
- Family Status: Single or in a relationship, no children

Goals:

- Purchase a stylish and well-designed electric vehicle that reflects their personality and lifestyle.
- Enjoy the driving experience with a focus on comfort, interior design, and advanced technology.
- Use the vehicle primarily for short city commutes and social outings.

Pain Points:

- Concerns about the range for weekend trips or longer drives.
- Worry about the high cost of premium design features.
- Concerns about the availability of charging stations in the city.

Purchase Behavior Insights:

- **Factors Contributing to Purchase Decisions:** Design, interior quality, and brand prestige are key factors, with driving experience as a secondary consideration.
- **Budget Considerations:** Willing to pay a premium for design and brand value. Leasing options or financing may be preferred to manage upfront costs.
- **Decision-Making Influencers:** Influenced by brand reputation, design reviews, and social media. Likely to be swayed by positive endorsements from influencers and peers.

Persona 2: "Family-Oriented Suburban Explorer" (Hyundai Kona)

Demographics:

- Age: 35-50
- Gender: Mixed
- Income Level: Middle to upper-middle income bracket
- Location: Suburban areas with access to nature (e.g., Surrey, Hertfordshire)
- Occupation: Professionals, educators, healthcare workers
- Family Status: Married with one or more children

Goals:

- Invest in a reliable and versatile EV suitable for both daily commutes and family road trips.
- Prioritize safety, comfort, and spaciousness for a family-friendly experience.
- Look for a balance between price, performance, and long-term reliability.

Pain Points:

- Concerns about the initial purchase price and long-term cost of ownership.
- Worry about the vehicle's range and how it will perform on longer trips.
- Anxiety over the availability of charging stations during family vacations.

Purchase Behavior Insights:

- **Factors Contributing to Purchase Decisions:** Safety, comfort, and value for money are the top priorities. The range and reliability are also critical considerations.
- **Budget Considerations:** Looking for financing options that make the vehicle affordable in the short term while ensuring long-term value. Family-oriented features might justify a higher price point.
- **Decision-Making Influencers:** Influenced by family needs, safety ratings, and practical reviews. They may consult friends or family who own similar vehicles and rely on expert advice from trusted sources.

Persona 3: "Adventure-Seeking Young Professional" (Jeep Avenger)

Demographics:

- Age: 25-35
- Gender: Predominantly male
- Income Level: Middle-income bracket
- Location: Smaller cities and towns, with access to rural areas (e.g., Cornwall, Lake District)
- Occupation: Outdoor sports enthusiasts, freelancers, remote workers
- Family Status: Single or in a relationship, possibly with a pet

Goals:

- Own a rugged and capable EV that can handle off-road adventures and outdoor activities.
- Prioritize durability, driving range, and the ability to tackle various terrains.
- Use the vehicle for weekend getaways and as a daily driver for work and leisure.

Pain Points:

- Concerns about the vehicle's performance in challenging terrains.
- Worry about the cost of a rugged EV and potential maintenance issues.
- Anxiety over finding charging stations in remote or rural areas.

Purchase Behaviour Insights:

- **Factors Contributing to Purchase Decisions:** Durability, off-road capability, and driving range are critical. Price is a secondary consideration but still important.
- **Budget Considerations:** Willing to invest in a vehicle that meets their adventurous lifestyle, but cost-effectiveness is still a concern. Might consider used or certified pre-owned options to save on initial costs.
- **Decision-Making Influencers:** Influenced by reviews highlighting off-road capabilities, durability, and user experiences in similar environments. Likely to rely on word-of-mouth and online forums dedicated to outdoor and adventure vehicles.

Persona 4: "Eco-Conscious Tech Enthusiast" (Vauxhall Mokka)

Demographics:

- Age: 30-45
- Gender: Mixed
- Income Level: Middle-income bracket
- Location: Urban and suburban areas, often working in tech or green industries
- Occupation: Tech professionals, sustainability consultants, environmental advocates
- Family Status: Single or in a relationship, likely with no children

Goals:

- Purchase an EV that aligns with their eco-friendly values and interest in technology.
- Prioritize energy efficiency, modern design, and advanced tech features.
- Use the vehicle for daily commutes and eco-friendly living.

Pain Points:

- Concerns about the true environmental impact of the vehicle, including battery sourcing and recycling.
- Worry about the cost of ownership, particularly related to tech features and long-term battery performance.
- Anxiety over the availability of charging infrastructure, especially in less urban areas.

Purchase Behaviour Insights:

- **Factors Contributing to Purchase Decisions:** Environmental impact, energy efficiency, and tech features are top considerations. Price is important but secondary to eco-consciousness.
- **Budget Considerations:** Willing to pay more for a vehicle that meets their values and offers advanced technology. Financing options that emphasize low running costs and sustainability might be appealing.
- **Decision-Making Influencers:** Influenced by environmental ratings, tech reviews, and endorsements from sustainability advocates. Likely to research the vehicle's lifecycle impact and overall efficiency.

Persona 5: "Practical Urban Commuter" (Peugeot e-208)

Demographics:

- Age: 25-40
- Gender: Mixed
- Income Level: Lower-middle to middle-income bracket
- Location: Urban areas with moderate traffic and parking challenges (e.g., Birmingham, Glasgow)
- Occupation: Young professionals, service industry workers, public sector employees
- Family Status: Single or in a relationship, possibly sharing the vehicle with a partner

Goals:

- Find an affordable and practical EV for daily commuting and city driving.
- Prioritize ease of use, manoeuvrability, and cost-effectiveness.
- Use the vehicle for daily commutes, errands, and occasional longer trips.

Pain Points:

- Concerns about the overall affordability of the vehicle, including the upfront cost and ongoing expenses.
- Worry about the vehicle's range and how it will handle occasional longer trips.
- Anxiety over finding affordable and convenient charging options in the city.

Purchase Behaviour Insights:

- **Factors Contributing to Purchase Decisions:** Price, practicality, and ease of driving in the city are the main factors. Range and charging infrastructure are also important considerations.
- **Budget Considerations:** Looking for the best value for money, possibly through financing or leasing options that reduce upfront costs. Discounts and incentives are highly appealing.
- **Decision-Making Influencers:** Influenced by affordability, practicality, and user-friendly features. Likely to seek advice from budget-conscious peers or online communities focused on affordable EVs.

Sentiment Trends Over Time

- **Design and Aesthetic Focused Vehicles (MINI Cooper, Jeep Avenger):** Sentiment trends suggest that design and brand reputation drive positive sentiment, particularly during periods of new model releases or updates.
- **Family and Eco-Conscious Vehicles (Hyundai Kona, Vauxhall Mokka):** Sentiment is more stable, with peaks during periods of increased discussion around safety, efficiency, and environmental impact.
- **Practical and Budget-Oriented Vehicles (Peugeot e-208):** Sentiment fluctuates based on pricing changes, availability of incentives, and user experiences with range and charging infrastructure.

Comparison of Personas

	<i>Fiat 600e</i>	<i>Fiat 500e</i>	<i>600e Competitors</i>
<i>Baseline 1 (No Data Input)</i>	1. Urban Millennial Professional 2. Eco-Conscious Young Family 3. Retired Empty Nester	1. Young Urban Professional 2. Middle-Aged Urbanite 3. Retired Urban Dweller	1. Tech-Savvy Urban Professional (All-Electric MINI Cooper 2024) 2. Eco-Conscious Family (Hyundai Kona Electric) 3. Adventure-Seeking Young Professional (Jeep Avenger) 4. Stylish Urbanite (Vauxhall Mokka Electric) 5. Practical First-Time EV Buyer (Peugeot e-208)
<i>Baseline 2 (Topic Modelling Visualisations)</i>	1. Budget-Conscious Urbanite 2. Tech-Savvy Environmental Enthusiast	1. Eco-Conscious City Dweller 2. Value-Oriented Suburban Commuter	1. Design-Conscious Urban Professional (All-Electric MINI Cooper 2024) 2. Family-Oriented Suburban Explorer (Hyundai Kona) 3. Adventure-Seeking Young Professional (Jeep Avenger) 4. Eco-Conscious Tech Enthusiast (Vauxhall Mokka) 5. Practical Urban Commuter (Peugeot e-208)
<i>Data- Interpreted Model (Topic Modelling Interpretations)</i>	1. Sarah, the Urban Professional 2. Tom and Emma, the Young Eco-Conscious Family 3. Alex, the Tech-Savvy Outdoor Enthusiast 4. Sophie, the Young Professional	1. Emily, the Urban Trendsetter 2. James and Lucy, the Young Eco-Conscious Family 3. Olivia, the Style-Conscious Young Professional 4. Tom, the Tech-Savvy Urban Commuter 5. Hannah, the Safety-Conscious New Parent	1. Chloe, the Design Enthusiast 2. Dan and Sarah, the Practical Family 3. Rachel, the Urban Professional 4. Tom and Emma, the Eco-Conscious Couple 5. Jake, the Tech-Savvy Young Professional

Comparison of Results

ASPECT	BASELINE 1 (NO DATA INPUT)	BASELINE 2 (TOPIC MODELLING VISUALISATIONS)	DATA-INTERPRETED MODEL (TOPIC MODELLING INTERPRETATIONS)
AGE RANGE	Broader age ranges, typically covering multiple life stages (e.g., 28-70 years old)	Narrower, still covering multiple life stages (e.g., 25-55 years old)	Narrower, more focused age ranges, generally younger (e.g., 27-35 years old, with no personas above 35 years old)
LOCATION	Generalised locations (e.g., "Urban areas like London, Manchester, Birmingham")	Generalised locations with additional details (e.g. " Urban areas with high cost of living like London, Manchester")	Specific cities assigned to each persona, targeting more defined urban environments (e.g., Sarah in London, Tom and Emma in Bristol)
INCOME	Broader income ranges reflecting different life stages and household compositions (e.g., £20,000 - £70,000)	Generalised income class description (e.g. "Middle to upper-middle income bracket")	More specific and tighter income ranges, focusing on middle-income earners (e.g., £45,000 per year, £70,000 combined)
GOALS	Broad, life-stage-related goals such as "Reducing carbon footprint" or "Downsizing to a more manageable vehicle"	A mix of broad and specific goals (e.g. "Purchase a compact, stylish EV that is ideal for city driving and easy to park" or "Make a statement about their commitment to environmental stewardship through their choice of vehicle")	Specific goals reflecting immediate needs and lifestyle choices (e.g., "Minimise transportation costs" or "Purchase a family car")
PAIN POINTS	General concerns like "Limited budget for a new car" and "Concerns about adapting to new technology"	Detailed, car-specific pain points like "Concern about the total cost of ownership, including maintenance and charging infrastructure"	Detailed, lifestyle-specific pain points like "High cost of living in London necessitates budget-conscious decisions"
BUDGET	General budget ranges that cater to different stages of financial stability (e.g., £20,000 - £35,000)	Broad descriptions of budget considerations (e.g. "Looking for value for money—preferable to have a low monthly payment plan, discounts, or government incentives")	More specific budget sensitivities that reflect tighter financial planning and younger consumer behaviour (e.g., "Highly price-sensitive")
DECISION-MAKING INFLUENCERS	General influencers such as "Influenced by peers, social media, and environmental trends"	More detailed influencers like "Influenced by brand reputation, design reviews, and social media. Likely to be swayed by positive endorsements from influencers and peers"	Specific, narrative-driven influences like "Recommendations from eco-conscious friends" or "Positive reviews about city driving"

ASPECT	BASELINE 1 (NO DATA INPUT)	BASELINE 2 (TOPIC MODELLING VISUALISATIONS)	DATA-INTERPRETED MODEL (TOPIC MODELLING INTERPRETATIONS)
VEHICLE PREFERENCES	Broad vehicle preferences like "modern design, advanced tech features"	More detailed descriptions of preferred cars, such as "Emphasis on driving experience, battery performance, and environmental impact. Price is important but secondary to the quality and features"	Specific features that align with each persona's lifestyle, such as "compact size for urban environments" or "advanced safety features"

This table highlights the progression from broader, generalised personas in the "No Data" baseline, which covers wide age ranges, locations, and goals, to more focused personas in the "Raw Data" baseline, which introduces narrower age ranges, specific locations, and detailed income and goals. The "Topic Modelling" personas are the most specific, targeting younger age groups with precise locations, tighter income ranges, and highly specific goals and pain points, reflecting a more modern, urban, and targeted approach.