

EDUCATED GUESS

NAME

Sam Covington

DESCRIPTOR

Sam is a very energetic individual who focuses most of his energy into active sports.. Imagine a dog in human form, he gets that excited over everything.

QUOTE

"It's not about what you're doing, it's about who you're with." - Sam Covington

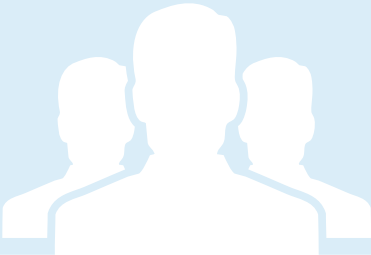
"Everyone needs exercise in thier life, it's just harder for some to find out." -Sam Covington



WHO IS IT ?

Age: 24
Location: Seattle, WA
Job Title: Recreation Coordinator

Sam is always the first to suggest a pick-up game of soccer, frisbee, football, or any group exercise. He is competitive but would include everyone rather than singling out people who might be the best.



WHAT GOALS?

Outside of work Sam enjoys doing something active no matter what it might be. He wants to be recognized as a good leader from his peers and also seem like someone fun, and sports are his way to show off his fitness and abilities.



WHAT ATTITUDE?

Sam's attitude is one to be desired. He consistently views everything as a positive, despite the situation. His expectations are always high, but in a positve way. He doesn't let unexpected outcomes bring him down.



ASPIRATIONAL

WHICH BEHAVIOUR?

Sam is consistently the leader in his group of friends. Sometimes it gets confusing about sport games that he wants to set up, so he is looking for some fast and convenient way to gather all his buddies. He has tried Facebook but nowadays people just look and there isn't really and motivation to summon other players. He will make a Facebook event and people will say they're "interested" but that doesn't really give a good idea to Sam about who is actually going to show up without actually texting the individual. Although he has inconsistent attendance at his pick-up games it still doesn't bring him down.

His technology base is not low by any means, but if there was a product that was simple and efficient he would jump on board right away. Sam knows there has to be a better way to get the word out that he wants to gather people, even if it is random individuals in the area. He has tried joining clubs but what he likes the most is to be his own leader and set the time and location that works best for him.

Which Trends, mindstyles or other indicators are applicable for this persona?

Sam is more of a "do first, think second" type of guy. If one idea is suggested he will run with that idea until told do do otherwise.

How important are functional, emotional, expressive benefits.

Emotional benefits are crucial to Sam. The whole reason he interacts with other individuals is because he gets emotinal satisfaction from doing so. Gaining praise from his peers is a benefit enough, and is a huge motivator for him

Fast or slow decision maker? Why, how can you tell?

Sam is a fast decision maker, abd the reason behind it is probably his fast pace behavior. Athletics consume his life, which always tend to run at an above average pace, so his attitude must also align with his lifestyle.

Decisions made on facts or emotion? Why, how can you tell?

Decisions are primarily made on emotion since he is so passionate. Facts are too concrete for Sam, he knows his heart is the best to listen to.



ACTUAL