

# Tina

age: 54

residence: Utah

education: Bachelor Degree

occupation: Waitress

marital status: Single



*A quote from to help define their voice and personality.*

She spends her day at the restaurant, driving 30 minutes every day to get there. Since she does not make a lot of money, her manual car she has was the only one Tina could afford.

## Comfort With Technology

### INTERNET



### SOFTWARE



### MOBILE APPS



### SOCIAL NETWORK



## Criteria For Success:

She needs an easy GUI and installation in order to find this product successful. Tina is not experienced with cars

## Needs

- - Simple GUI
- - Clear installation instructions
- - Good customer support (in case she needs help)
- - Easy installation (product)

## Wants

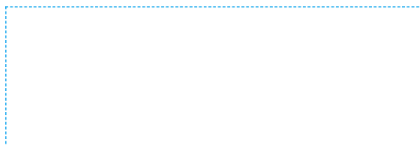
- - A guide for her car specifically
- - Checks her cars health

## Values

- - Long-lasting products
- - Affordability
- - Customer service

## Fears

- - Breaking her car installing it
- - The product breaking her car





# John Smith

age: 35

residence: San Francisco, California

education: MBA, Masters in Business

occupation: Owns a Construction Company

marital status: Married with 3 kids



*"you think it, we build it"*

He Starts his day with a cup of AG1 and a long look at schematics. Afterward, the onslaught of meetings begins, lots of yes men and money floating around. Work doesn't mean much other than talking and planning for John and on his lunch break he orders a T-bone steak with a baked potato at Ruth Chris' and his ladder half of the day is mostly relaxation. He does work around 12 hours a day and spends the rest of his time reading books to his children and taking his wife out to lavish dinners.

## Comfort With Technology

### INTERNET



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### MOBILE APPS



### SOCIAL NETWORK



## Criteria For Success:

Needs to bring in a 20% return to shareholders and get a new car every 4 months. business needs to run and needs attention from his wife.

## Needs

- - needs something that he doesn't have to think about
- - doesn't want to install it himself

## Wants

- - looks good / well hidden

# Nathan Johnson

age: 35

residence: North Carolina

education: Masters Degree

occupation: Owns Tech Company

marital status: single



*A quote from to help define their voice and personality.*

He has to make a 45-minute commute to his office every day to make sure everything is running smoothly and to deal with new clients. Since the roads where he lives are so hilly the car he drives is always working at 110 percent. Once he gets home he likes to lie down with his dog while enjoying a cup of coffee and a movie.

## Comfort With Technology

### INTERNET



### SOFTWARE



### MOBILE APPS



### SOCIAL NETWORK



## Needs

- Good employees
- a reliable car that can get him to his office
- someone to install it for him
- 

## Values

- Responsibility
- Hard work
- Reliability
- 

## Criteria For Success:

He needs to bring in as many clients as he can to keep his business running smoothly and because of the drive he makes buying cars is something he does very frequently.

## Wants

- to look good
- A small cozy apartment with his dog
- 

## Fears

- He fears that he will lose clients if something goes wrong
- Losing his dog
-