

Sean Perkins

age: 35

residence: Seattle, Washington

education: Bachelors Degree (BA)

occupation: Business Owner

marital status: Married | 2 Children



I think this idea could work, I just need to put more energy into it.

Sean is juggling many projects and priorities. He appreciates help from his vendors and employees. When tackling something new he prefers to do some research then consult an expert. Sean also just moved across the country to start his new business and recently bought a new house.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

When a project achieves its goals on time and on budget while delighting users.

See growth in his business

Kids are supported and happy

Reduce carbon footprint from his business and everyday life

Being environmentally friendly

Needs

- Tangible results
- To self manage projects
- A simple and easy shopping experience
- Information about companies before purchase
- Affordable products

Wants

- To start projects small
- To see results before spending more money
- To learn more about sustainability
- To finish furnishing his new home
- Quality and sustainable furniture
- To better understand unsustainable consumer habits

Values

- Detailed planning
- Concrete expectations
- Decisions backed up by analytics or data
- Spending time with family
- Buying sustainable products
- Good user experiences

Fears

- Failure
- Wasting money
- Being too hasty
- Making the wrong decisions
- Buying bad products

