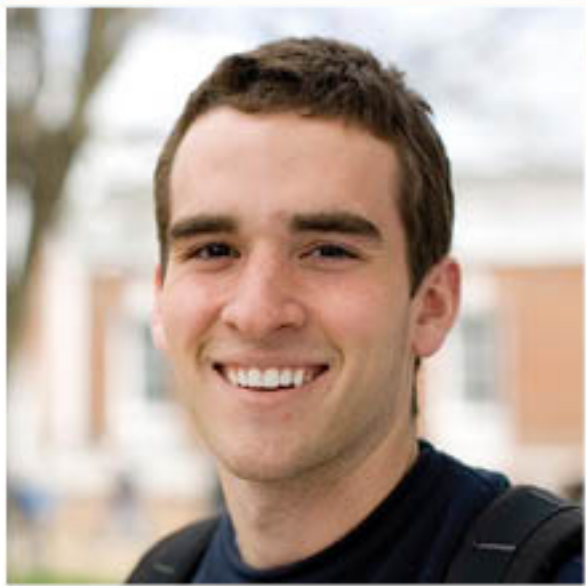


# Bill Campster



**Age:** 23

**Sex:** Male

**Occupation::** Carpenter

**Status:** Hobbyist/User

## Motivations:

Bill has long been interested in the brain and has been tinkering with neuroscience tools in his free time to expand his knowledge of this vital organ.

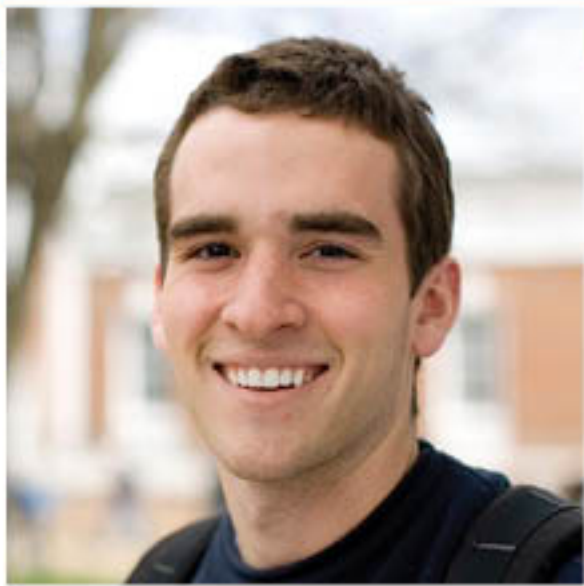
## Goal/Objectives:

Wants to learn about IoT products and tangible interfaces as a hobby and wants to learn about neuroscience and how to create unique interactive experiences using them. He's also interested in tinkering and experimenting with his own ideas using IoT products.

## Frustrations

Although he has long been interested in the Brain, he doesn't have a science background so he's unsure of what type of experiments and tools are actually available to an average hobbyist like himself.

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## Usage Scenario:

1. Launches website on laptop .
2. Reviews blog and press pages to learn about the company's history.
3. Checks out the experiments to discover the possibilities of the products.
4. Goes to the store page to choose products that he can do his own experiments with.
5. Clicks on product selection to watch videos and learn more about the features.
6. Opens a new tab to google the product to see what other customers think about the quality. Researchers to see if there are other manufacturers who have superior product.
7. Returns to the site product page an purchases the muscle spikerbox.
8. After receiving the muscle spiker he returns to the website to review the experiment instructions and to download software requirements.

## Pain Points:

1. Not sure about which product to start with.
2. Has difficulties relating experiments to products and software packages.
3. Feels overwhelmed by selection items on every page.