**Carol Brady | Music Student Mom**



**Profile Attributes  
Age: 35-50  
Demographic: Skewed Female, Suburban  
Residence Country: United States  
Social Class: Middle Class**

**User Type (1-4)**

**Technical: 1**

**Musical: 2**

**Device/Platforms**

* Desktop Computer
* Mobile Phone
* Blogspot

**Key Quotes**

**“You only need to practice on the days that you eat”**

**“Money doesn’t grow on trees you know”**

**Personality:** Carol is very conscientious, she prefers things to be well planned and can be stubborn, inflexible and sometimes obsessive. Carol works well within well-defined processes. Carol is also very thrifty. She is a coupon cutter and loves to find discounts, sales and clearance items at the local mall. She is all about her children and although she seems friendly enough, she will fight to get her kids the best possible.

**Expertise:** Carol is good with a computer as long as she has done it before. Social media and blogger sites are a breeze for her as are Amazon’s, JC Penny’s and Bed Bath & Beyond’s websites. New websites and especially those with a lot of technical tips, tricks and popups leave her confused and in these cases she will usually just call and try to make her whole purchase over the phone.

**Referents and Influences:** Carols teenage kids keep her updated on the latest technology and viral website, even if she doesn’t always understand it. She meticulously follows her friends social media and blogs to try and keep up with their lives. She will check out almost any website suggested by her book club and is open to work of mouth suggestions.

**Must Do:** She expects great customer service and a quick shopping experience. The more options the better as long as some are cheaper than others

**Must Never Do:** If it costs her an arm and a leg to buy an instrument she will take to the yellow books till she finds a better deal. She is annoyed but lazy workers and uncooperative and hard to reach customer support.

**Used Product/Service:** Amazon.com, summerhaysmusic.com, local high school rental catalog

**Experience Goals:** Carol wants a quick and easy way to rent an instrument that makes her feel like her child will be the next Mozart

**Michael Scott | Employee**



**Profile Attributes  
Age: 20-45  
Demographic: Mixed gender, suburban  
Residence Country: United States  
Social Class: Middle class**

**User Type (1-4)**

**Technical: 2**

**Musical: 4**

**Device/Platforms**

* Personal Computer
* iPhone 8
* LinkedIn, Amazon

**Key Quotes**

**“People don’t leave bad companies, they leave bad managers”**

**“Talking about music everyday is a pretty sweet gig**

**Personality:** Michael is a hard worker. He loves music and likes to talk to customers about instruments and music although tends to work for the weekend. This is the second sales job that he’s worked and knows how to handle an upset customer.

**Expertise:** Michael has a lot of musical experience. He grew up playing 3 different instruments and is well versed. As far as technology goes, Michael is efficient. He knows how to get around on the internet and can figure out most end user and accout based activites. He won’t develop your next big app or set up a server but he can work customer and account management GUIs with ease.

**Referents and Influences:** Michael’s friends play a big role in his technical expertise. Most of it comes from social media or texting. He also likes shopping and will regularly check out Amazon.com for new gadgets and clothes.

**Must Do:** He wants a fast system where he can see all the order information that needs to be filled without having to do complicated searches and look all over the page.

**Must Never Do:** Michael is annoyed when customers get mad at him for something that was poorly designed to begin with. He is annoyed when management doesn’t listen to the suggestions of the staff.

**Used Product/Service:** Amazon.com, previous companies intranet

**Experience Goals:** He wants a clean interface where he can quickly access customer information and see and fill orders easily.

**<Name> | <Role> Josh S**



**Profile Attributes  
Age:  
Demographic:  
Residence Country:  
Social Class:**

**User Type:**

**Device/Platforms**



**Key Quotes**

**“Place quote here”**

**Personality:** Example

**Expertise:** Example

**Referents and Influences:** Example

**Must Do:** Example

**Must Never Do:** Example

**Used Product/Service:** Example

**Experience Goals:** Example

**<Name> | <Role> Josh H**



**Profile Attributes  
Age:  
Demographic:  
Residence Country:  
Social Class:**

**User Type:**

**Device/Platforms**



**Key Quotes**

**“Place quote here”**

**Personality:** Example

**Expertise:** Example

**Referents and Influences:** Example

**Must Do:** Example

**Must Never Do:** Example

**Used Product/Service:** Example

**Experience Goals:** Example