





Name: Jake Greenlee
Age: 29
Profession: Front end developer
Salary: \$52,000
Location: Minneapolis, MN

Education: A.A.S. Graphic Design
Car: 2000 Ford Taurus
Internet Access: Home from laptop, desktop and mobile devices and laptop and mobile devices at work

Background

Jake just got out of school for graphic design and is starting in front end development at Periscope. In his free time, he loves cooking, painting, drawing and reading in his spare time and finding places to go, such as museums, shows and other outlets in the Minneapolis metro and surrounding area. At work he creates websites with an emphasis on e-commerce.

Interests

Joshua loves playing board games, riding bike and doing his art on the side and enjoys hobbies such as fishing.



Name: Casey Jane
Age: 22
Profession: Waitress
Salary: \$35,000
Location: Minneapolis, MN

Education: High School Diploma
Car: 2004 Chevy Cavalier
Internet Access: Home from laptop, desktop and mobile devices and laptop and mobile devices at work

Background

Casey works as a waitress at the Lowry in Minneapolis. She has a dog and a ferret at home that she spends time with, but also loves outdoor activities on the Minneapolis lakes, such as roller blading, biking and volleyball.

Interests

Casey's interests range from biking and taking walks around the lake to spending time at home with her pets.

Psychographics

Psychographics divides the market into groups based on social class, lifestyle and personality characteristics. It is based on the assumption that the types of products and brands an individual purchases will reflect that persons characteristics and patterns of living.

From: http://www.examstutor.com/business/resources/studyroom/marketing/market_analysis/8_psychographic_segmentation.php

Characteristics of the user

Group 1: Strong goal orientation, work ethic, organization, interests in stress relief,

Common professions might include
Top Management or self employed farmers

Social Class
Upper lower: 19%
Lower middle: 38%
Upper middle: 43%

Age
Ages 18 - 22: 9%
Ages 22 - 28: 27%
Ages 28 - 35: 31%
Ages 35 - 50: 23%
Ages 50+: 10%

Webographics

Device type

Phone: 55%
Tablet: 15%
Desktop: 30%

Phone OS — Q3 2016

According to: <http://www.idc.com/promo/smartphone-market-share/os;jsessionid=AF32D0BDB4EE868ADD612EC9D72722F5>
Adjusted to emulate industry

Android: 29%
IOS: 75%
Windows: 1%

Desktop Operating System

According to: <https://www.netmarketshare.com/operating-system-market-share.aspx?qprid=10&qpcustomid=0>
Adjusted to emulate industry

Mac OS X: 68%
Windows: 32%
Linx: 5%

Browser

According to: <https://www.w3counter.com/globalstats.php>
Adjusted to emulate industry

Chrome: 82%
Safari: 2.3%
Firefox: 13.7%
Edge: 2%

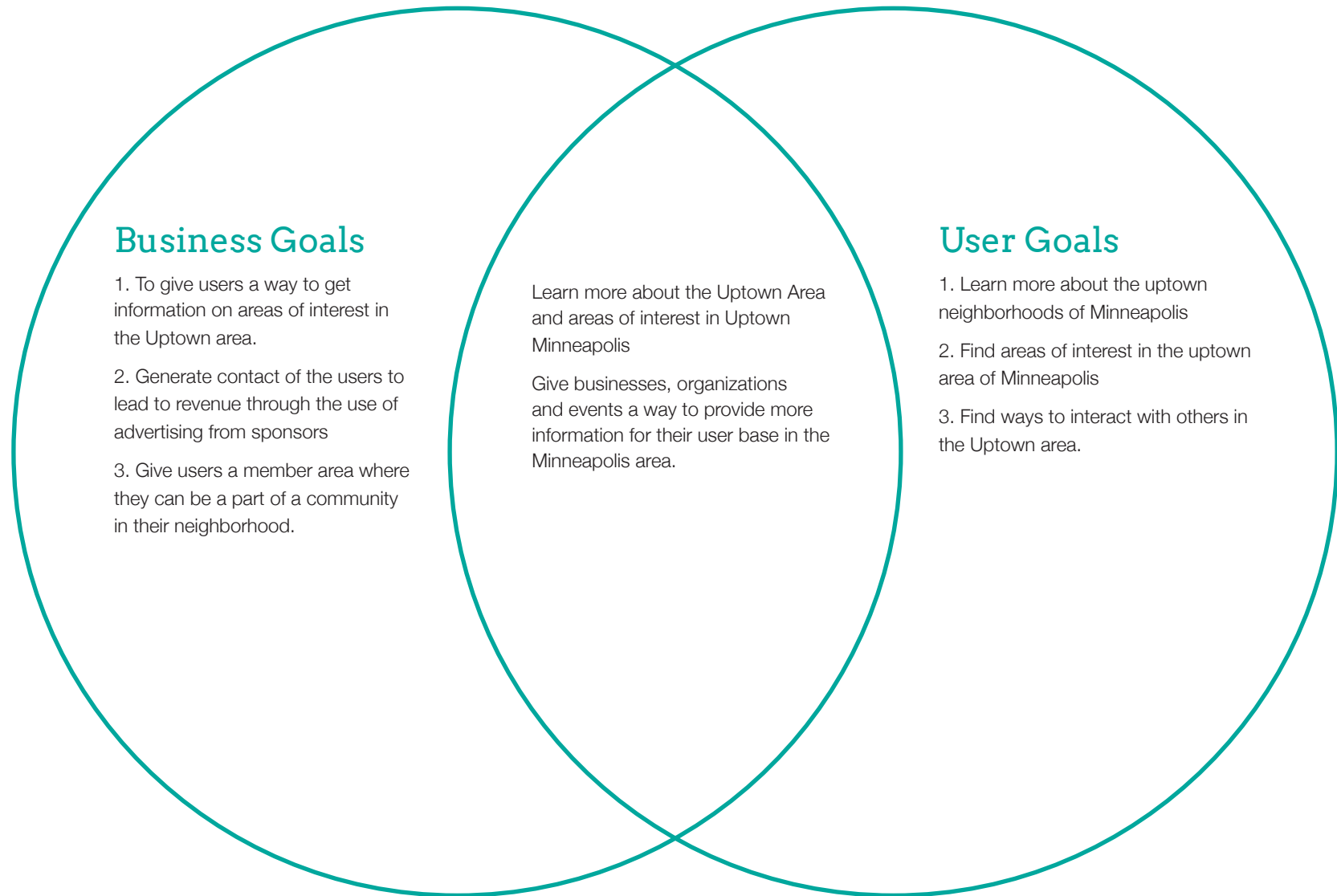


Site Specific Experience

The site specific experience is focused toward learning about the products and their uses within agriculture in order to lead to sales directly from the company. Learning about the product might entail a showcase of videos, images, and other more interactive ways for potential customers to learn about the product's unique vision.

Mission Statement

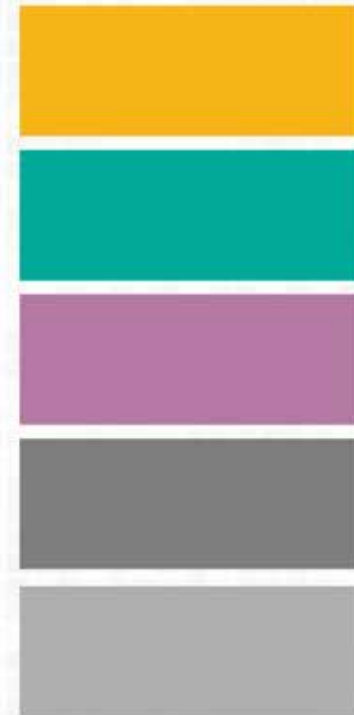
Our mission is to find ways for our users to find location based information and give them an in depth perspective from others in the southern Minneapolis





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