

Persona 1

Name: Joshua Gardner

Age: 23

Profession: Manufacturing Engineer

Salary: \$58,442

Location: Roseville, MN

Education: B.S. in Manufacturing Engineering

Married: No

Kids: No

Car: 2007 Ford Escape

Internet Access: Home from laptop and mobile devices and desktop at work

Background: One year ago Joshua received his education from University of Madison, WS and has started his job at Abbott Labs as a Manufacturing Engineer. Since then, he has began to put more time into his hobbies, especially building and flying his radio controlled planes. In the last couple years, technology in VR has sprung up and he's interested in seeing how his hobbies will be introduced to it, especially with flying.

Interests: Joshua loves outdoor activities such as hiking, fishing and sailing and enjoys hobbies such as building and flying custom made radio controlled airplanes.

Persona 2

Name: Lindsay Anderson

Age: 34

Profession: Business Owner/Health Club Director

Salary: \$80,000

Location: Eden Prairie, MN

Education: B.S. in Health Sciences with a minor in Business

Married: Yes

Kids: 2

Car: 2009 Toyota Camry

Internet Access: Home from laptop and mobile devices and desktop at work

Background: Lindsay lives with her husband, two children, two dogs and goldfish. She loves staying active by exercising and through outdoor recreation. After working in health sciences, she's began her health club and has been looking into VR as a way to make fitness a more immersive experience for her clientele with different environments, such as mountain ranges, forests, space, etc..

Interests: Lindsay has had a long time interest in fitness, and as a result, loves to run, bike, cook and eat well, but also loves recreational sports, such as sailing and traveling.

Webographics

Device type

Phone: 65%

Tablet: 9%

Desktop: 26%

Phone OS — Q3 2016

According to: <http://www.idc.com/promo/smartphone-market-share/os?sessionId=AF32DoBDB4EE868ADD612EC9D72722F5>
Adjusted to emulate industry

Android: 79%

IOS: 20%

Windows: 1%

Desktop Operating System

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

Mac OS X: 12%

Windows: 88%

Browser

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

Chrome: 73%

Safari: 15%

Firefox: 10%

Edge: 2%

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 person's characteristics and patterns of living.

Zetus Lapetus is a company with a target market based on millennial ages, ages 18 to 35 years old. However, its niche is also geared toward a lifestyle type of market rather than entertainment, such as gaming. Markets can be expanded toward the private business sector that has uses for it — such as fitness, personal creative production purposes (Ex: drones and RC cars, planes, etc., recreational sports and activities such as hiking, snowboarding, etc.).

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

Group 2: Energy, Autonomy, open to experience and new frontiers.

The brand choice is based on being open to new things, being open to the experience, sensation, adventure and being the first to try something new and exciting.

Group 3: Personal growth, independent judgement, curious and enquiring.

They select brands based on their intrinsic qualities.

Common groups include high educated.

Social Class

Upper lower: 15%

Lower middle: 54%

Upper middle: 31%

Age

Ages 18 - 22: 18%
Ages 22 - 28: 33%
Ages 28 - 35: 28%
Ages 35 - 50: 21%
Ages 50+: 10%

Site Specific Experience

The site specific experience is focused toward learning about the product and its flexibility with other product lines (Android and/or IOS) in order to lead to sales from the website directly or from different e-commerce platforms. 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.

Thoughts: The difficulty with a strict e-commerce approach from the website or other e-commerce platforms is it is based on how much exposure in the physical market it has. With a startup initial exposure is zero, based completely on SEO in a market that will likely receive more and more competition.

Solutions: Open the product up to more physical retail markets (Mall Outlets, Best Buy, Target, Wal-Mart, etc.) and allow potential customers to interact with it directly. An example would be how retail stores offer ways to try products at the stores directly. This allows the customer to get more familiar with the brand and the product and find the website in a more direct way than SEO and advertising has to offer.