

NAME

Aaron Joehstein

EDUCATED GUESS
O
Descriptor

Recovering cancer patient with MS.

QUOTE

I love that you guys have up to date news within the industry! I just found out about the legalization of concentrates here! I'm especially glad about this because I mostly take CBD's for my MS, therefore concentrates are much more fitting.

WHO IS IT ?

This person is a 32 year old, guitarist, residing in Charlotte, Michigan. Aaron is also married to a medical patient, who is his primary caregiver when in his most troubling times. Aside from his musician side, Aaron also works as a piercer at the local tattoo parlor. This allows for him to take sanitary issues just as serious with us as a provisioning center.

WHAT GOALS?

Aaron's main goals are to satisfy his medical needs. Unfortunately, these needs are often tampered with by constantly changing state laws. Aaron can keep up to date with the news, as well as gain any needed information on his medicine.

ASPIRATIONAL
O WHICH BEHAVIOUR?

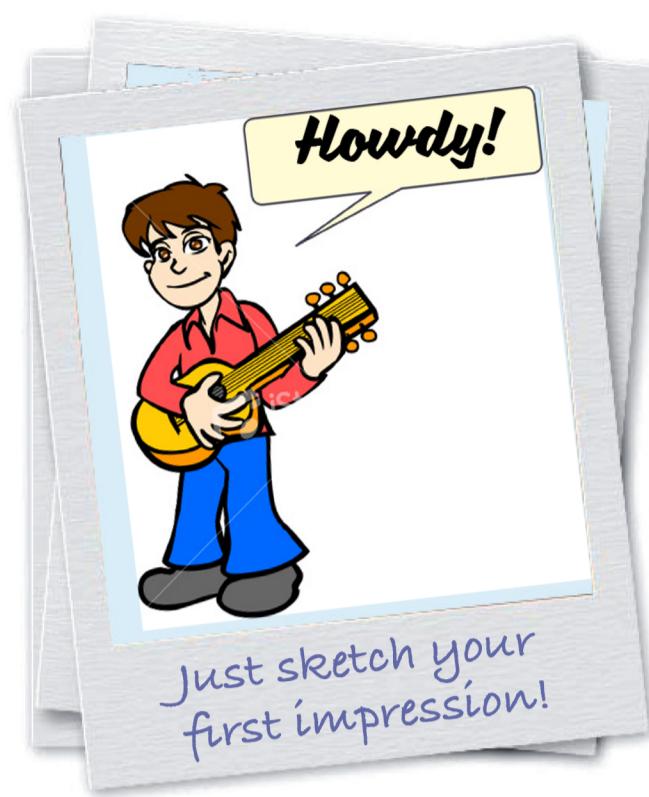
Aaron is an extremely particular customer. Having undergone numerous medical treatments for his illnesses, he finds self medicating the most effective and cost efficient way. Unfortunately, many companies within this industry cater to the recreational users who tend to go for quantity and not accurate, strong quality. Aaron mostly uses mobile devices for this need, seeing as that the competing sites as mostly applications. Another problem for Aaron is that he lives in Charlotte, Michigan. Many of the news he needs is coming from Lansing, Michigan, as well as many of the shops that carry the products he needs. Aaron is an active user of the other sites, often leaving feedback on shops and his opinions on current legislature within the industry. His right to voice his opinion and hopefully help others in his situation alike is extremely important to him. This causes him to be as precise and specific as he can, often times coming with harsh critiques because this is a serious medical issue effecting his life and the wellbeing of others. Years and years of experience within this industry causes him to be hesitant with new shops and provisioning centers. He is a slow and factual decision maker, often taking his time to do lots of research and studying.

ACTUAL
O Which Trends, mindstyles or other indicators are applicable for this persona?

How important are functional, emotional, expressive benefits.

Fast or slow decision maker?
Why, how can you tell?

Decisions made on facts or emotion?
Why, how can you tell?



WHAT ATTITUDE?

Unlike the average recreational user, Aaron expects this company, and all other companies within this industry to cater to medical patients and not recreational users. This relies on extremely accurate information, on both laws and products for patients, as well as swift and ethical service. (growing organic, wearing gloves, etc.)

