



ALEX

- 20 years old
- Undergraduate student

DESCRIPTION

Alex is an undergraduate student at the University of Michigan who wants to purchase a new keyboard because her old keyboard stopped working. She uses a keyboard mainly for schoolwork and gaming.

PERSONAL CHARACTERISTICS

- Minimalist
- Easy-going

HOBBIES AND INTERESTS

- Taking typing speed tests
- Playing video games

BUYING ROLES

Decision maker

GOALS

- Find a new keyboard that is:
- Durable
  - Within her budget
  - Visually pleasing
  - Comfortable for long use

CHALLENGES

- Some information about keyboards are too technical
- Too many choices to choose from

BUYER'S JOURNEY

Awareness: her keyboard is not working anymore so she needs a new one  
Consideration: Amazon, Google, Reddit  
Purchase: Amazon

NEEDS

- Easy-to-use search engine
- Filters in selecting certain brands or price range

SOURCES OF INFO

- Online ratings/reviews
- Crowd sourcing (Reddit)
- Product information from seller