

Buyer Persona



Parent Loving Rose & Matt

Age: 20 - 50

Income: 20k - 100k

Career: Office & Admin,
Healthcare, Hospitality,
Warehouse Retail, Construction.

Marital Status: Married 60%;
Divorce 10%; Widow 10% Single
20%

- I want my son to experience & explore nature.
- A place to spend time with children.

Goals:

- Time off with kids during weekends.
- See wildlife at nearby place.

Identifier: Gets to go on a trip every weekend.

- Busy with work schedule.
- Plans ahead for vacation.
- Prefer communication via email and social media

Influence: Facebook, Messenger, Instagram, Youtube, Ryans World, Blippi, National Geography

Challenges/Objection:

- Visit during weekends are crowded.
- Doesn't want to pay \$20.00 for a zoo entry.

Opportunities: Coupons, email subscription, promotions in school, or library.

Empathy Map

**Says:**

- I want my son to experience & explore nature.
- I need a place to spend time with my child.
- I want to find out of school activity for my son/daughter.

Think:

- My son/daughter will have opportunities for novel sensory experience.
- I want my child to have and idea of life around him.
- \$20.00 spending on something can be spend on other things.

Does:

- Go out weekly for family outing.
- Drives about 30 minutes for weekend get away.
- Goes for a walk in the morning and afternoon.

Feel:

- A variety of behavior can surprise and delight children.
- There's an opportunity to engage and share challenges of conserving the world endangered species.