

					
Name	Chris Simms	Mark Olson	Teresa Vacaro	Ben Schwartz	Pete Vargas
Job Title	Welder	Carpenter	Bath Remodeling Admin	Interior Remodeling	Public visitor
Goals	<p>Chris is a newly certified welder who has traditionally used Indeed &amp; Craigslist to find jobs.</p> <p>He stays busy, but his goal is to reduce the stress that occurs while scouring the internet for his next job.</p> <p>Chris is comfortable finding his way around the internet, and is a moderate social media user.</p> <p>Because he's using multiple services to find gigs, the hands-off approach of registering, and filling out a profile of skills is very alluring. And the ability to target specific company pools is a valuable proposition for getting his foot in the door of companies he's been eyeing.</p> <p>Key Points:</p> <ul style="list-style-type: none"><li>+ In-app notifications are very valuable time savers</li><li>+ Registration process not likely to be an issue thanks to single sign on</li><li>- Chris likes to keep himself booked. If companies tend to purposely overestimate time in order to avoid under-allotment, he will be quickly turned off</li><li>- As a proactive user, Chris runs the risk of writing the app off quickly due to there not being a ton of proactive options available.</li></ul> <p>Marketing:</p> <ul style="list-style-type: none"><li>+ Chris is very likely to become a brand advocate as someone who had used other services, and is comfortable using social media.</li><li>+ Social Media paid advertising the most likely path of brand awareness for Chris</li></ul>	<p>Mark is a 55 year old Carpenter who is well known in his area. He's garnered most of his jobs by referral.</p> <p>His goal is to pick and choose which jobs he takes on. He gets consistent work from long-time clients, but would like to fill those gaps.</p> <p>Mark owns a smart phone only due to his current cell-phone contract. He doesn't have a presence on social media, and is not entirely comfortable online.</p> <p>Mark finds the idea of getting into specific organization's bidding pools interesting. There are a few organizations he would like to work with, but he's most concerned with not losing his current relationships to a lower bidder.</p> <p>Key Points:</p> <ul style="list-style-type: none"><li>+ Desktop &amp; email notifications are more valuable than smartphone services</li><li>+ Likely to buy-in very firmly after the first success</li><li>-Registration &amp; profile set-up will be a drop-off point for Mark's audience. They're not used to multi stage registrations, and handing out any personal information in a non face to face scenario is a belief held tightly</li><li>-The means of bid notification is tricky. Mark is not the type to constantly be monitoring his phone. We're better banking on him checking email a couple of times a week.</li></ul> <p>Marketing:</p> <ul style="list-style-type: none"><li>+ Word of mouth is paramount to Mark's audience than online reviews, or other digital means. Ideally, his audience would be targeted at small business events/tool shows (face to face)</li><li>+ If Mark has a few positive experiences, he's likely to firmly buy-into the product, and not mind competition.</li></ul>	<p>Teresa is a 48 year old admin for a Bath Remodeling Firm. She manages on site sales staff and coordinates the schedules for the office.</p> <p>Her goal is identify the quickest, most reliable means to securing workers, without paying a large premium. She's used to using services like Craigslist, Monster, Indeed, and the local job boards.</p> <p>Teresa likes the idea of speaking to a pool of contractors all at once -- made even better by the ability to be selective about which workers enter their "pool".</p> <p>Key Points:</p> <ul style="list-style-type: none"><li>+ Desktop &amp; email notifications are more valuable than smartphone services</li><li>+ She's used to various services and their registration/profile setup processes. She will be a very captive audience member</li></ul>	<p>Ben is 42 year old interior remodeler that staffs a small team. He largely handles residential work, but more and more he's finding himself sub contracting when he lands a business bid.</p> <p>Ben's goal is to find a unified solution for bidding and subcontracting out for help when he needs it. He's comfortable online, but he's largely handled sub contracting through references from his peers.</p> <p>He loves the idea of handling everything in one place, and is willing to forgo relying on references due to the convenience and protection the app/ service provides. His concerns lie in committing in full to a singular service for all of his needs</p> <p>Key Points:</p> <ul style="list-style-type: none"><li>+ The marketing message to Ben is the most compelling -- an app that can handle all of his needs.</li><li>+ Ben is a networker out of necessity, so its very likely he's using forms of OpenID, such as Facebook.</li><li>- Ben's registration flow is the trickiest. He might be introduced to the app/service as a contractor, and later find himself upgrading to the premium service so that he can subcontract out. Transparency of the payment wall</li><li>-Because ben does so much residential work, he might find himself with overlapping dates (as he will likely continue to procure that work outside of the app). The app might need a set of actions or content to facilitate those situations</li></ul> <p>Marketing:</p> <ul style="list-style-type: none"><li>+ Ben will put a lot of stock in word of mouth. If we can reach his friends/peers, it's very likely he's willing to try the service</li><li>+ Social Media ads in addition to small business or tool show networking would be a great means to reaching him</li></ul>	<p>Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque pharetra. Maecenas urna. Nulla sapien. Sed dignissim aliquet quam.</p> <p>Etiam vel sem et ipsum iaculis gravida. Sed lacus lacus, ultrices ut, aliquet a, hendrerit sit amet, tellus. Mauris tempor mauris eu justo. Cras tortor nunc, dictum ac, tristique vitae, pellentesque nec, sem. Proin scelerisque laoreet risus.</p> <p>Vivamus quis sapien. Fusce fermentum. Vestibulum a est. Aliquam erat volutpat. Etiam purus ligula, rhoncus vel, fringilla in, mattis eu, tortor.</p> <p>Donec non urna. Aliquam sodales luctus augue. Duis condimentum, quam at tempor gravida, erat nunc dignissim quam, non venenatis massa metus eu augue.</p> <p>Proin at augue facilisis lacus luctus dictum. Nullam suscipit dignissim eros. Proin turpis.</p>