



Persona

Kevin Smith
Construction Site Manager
Age: 40
Location: Atlanta, GA

"When I go to a mechanic I just want my car service quick and don't want to spend my whole day waiting"

About

Kevin is a Construction Site Manager who has to travel a lot because of his job. Which is why he has to take his car to a mechanic regularly. He expects the mechanic to provide excellent service in a timely manner. He does not like his time being wasted. Most of all, Kevin wants all of his service needs taken care of at one place and not have to find different mechanics for different services.

Frustrations

- Think that too many mechanics waste their customers' time and take forever to fix even the smallest problem
- Find going to different places for different services tedious and frustrating

Motivations

- Want faster service so he can get back to his life and work
- Want to be able to get all of his car service in one place

Goals

- Wants to know how efficient the service process is
- Need to know the different types of services offered
- Expect to get his car service at anytime he chooses

Tasks

- Learn about each service process and how it is done
- Learn about the estimated time it will take to complete certain services
- View different types of services provided and choose which of those services you require