

# Hailey, who loves her iPod

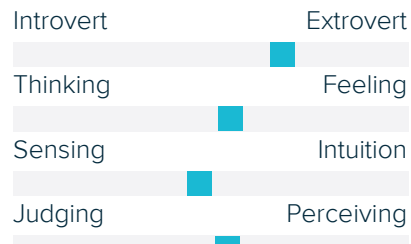
Xtensio



Hailey, who loves her iPod

**Age:** 20  
**Work:** Student  
**Family:** Siblings  
**Location:** Toronto  
**Character:** Above average

## Personality



Busy

Very very broke

Summer job

Loves music

## Goals

Making a bit of money on the side

## Frustrations

- Hailey works a summer job to help pay her tuition- she can't bring her laptop to work, and sites like PeerRenters are too cumbersome to use on the phone.
- Thankfully, LendingStuff is easy to use and lets her make some money lending her charger to customers.

## Bio

Hailey is big on Apple products, she makes sure she is always up to date with new apple products. Unfortunately, Apple products are too expensive and Hailey wants to make money to compensate for that. Fortunately though, she has her old iPhone 6 charger and she is ready to make money off of it by putting it on LendingStuff and she does not want to sell it just in case she loses her new charger.

## Motivation

Incentive

Fear

Growth

Power

Social

## Brands & Influencers



## Preferred Channels

Traditional Ads

Online & Social Media

Referral

Guerrilla Efforts & PR

MADE WITH Xtensio

