

Hailey with an iPod

Xtensio



Busy

Very broke

Loves music

Summer Job

Goals

- Making a bit of money on the side

Frustrations

- Hailey works a summer job to help pay her tuition: though she can lend things during her break, she can't carry her laptop to work and traditional websites are too cumbersome to use on the phone.
- Thankfully, PeerRenters lets her make a bit more cash 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

"Hailey with an iPod"

Age: 20

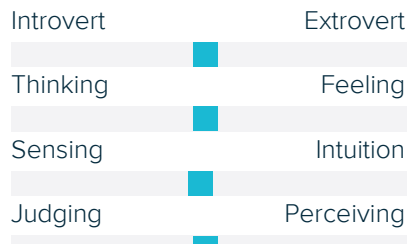
Work: Student

Family: Youngest child

Location: Vancouver

Character: Above average

Personality



MADE WITH Xtensio

