

Kevin the New Family Man

Xtensio



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Age: 35

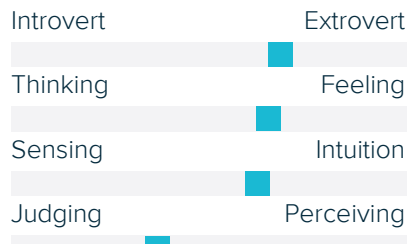
Work: White collar

Family: Married with young kids

Location: Toronto

Character: Above average

Personality



Responsibilities

Settling down

Saving money

Goals

Kevin wants to get through the moving process quickly so he can spend some time with his kids.

Frustrations

- Kevin hasn't lived in a large place before and doesn't own all the tools that he needs to set it up.

Bio

Kevin is starting a family and is just moving into his new home: he realizes they need a screwdriver to build their furniture that they bought from IKEA. Thankfully, his nearby neighbor uses LendingStuff and is happy to lend Kevin the tools cheaply.

Motivation

Incentive

Fear

Growth

Power

Social

Brands & Influencers



Preferred Channels

Traditional Ads

Online & Social Media

Referral

Guerrilla Efforts & PR

MADE WITH Xtensio

