



## Personal Data

Age: 45

Gender: Male

Occupation: Senior IT Analyst

Location: Madison, WI (Originally from Wisconsin Rapids)

Family: Married with one child

Education: College graduate

Income: \$124,999

Home: Homeowner

# EV Owners Group Persona

## Epic Evan

Evan is the guy you want on your trivia team and your fantasy football league. On Wednesday nights, you'll find him at a local sports bar with a pint of local IPA in hand, confidently answering obscure questions about NFL history. He's a Green Bay Packers lifer and proud of his Wisconsin roots.

A craft beer connoisseur and a mountain biking weekend warrior, Evan balances his hobbies with a keen eye for the future. He's not just tech-savvy — he's an early adopter. He installed solar panels before it was trendy, owns first-gen EVs, and flies drones for fun (and to impress his kid).

He's efficient, informed, and values his time. If something's confusing or wastes his money, he's out. But when something just works — simple, fast, and smart — he becomes its biggest champion.



*"I like trying out the newest technology — but it better work right out of the box."*

### Goals & Motivations

- Save money and avoid waste
- Interactions that are easy, clear, and intuitive
- Dependable companies with good self-service options
- Minimal setup, maximum automation

# EV Owners Group Persona

## Personal Goals

### Technology Habits

- Installed solar panels at home
- Owns VR goggles and a drone
- Early adopter of electric vehicles
- Smart investor, watches the financial market
- First instinct is to self-serve via apps or websites

### Needs & Expectations

- Seamless digital experiences
- Discounts, loyalty perks, or cost-saving offers
- Fast sign-ups and smart defaults
- High engagement during onboarding, less over time
- Information available when he wants it, not pushed at him constantly

### Pain Points / Must Not Do

- Time wasted on inefficient experiences
- Overcommunication (especially unnecessary notifications/emails)
- Hidden or surprise charges
- Having to call support unless it's the last resort