Janelle Robinson

Age: 26
Status: Undergraduate

Customer Profile: A busy PhD Student who needs a quiet place to study and read without distractions. She spends a lot of time on campus, refuels often and is a major coffee lover. She is the ideal customer for Julia's Cafe. She wants to receive quick and professional service; order online from her smartphone to avoid lineups, and not deal with over-conversational staff members.

Motivations

- High quality, strong coffee.
- Quiet atmosphere for studying.
- On or close to the college campus.

Frustrations

- Hates waiting too long for her coffee.
- Doesn't want to be bothered by the staff while studying.
- Actually relies on strong coffee to help her concentrate later in the day.

Goals

- She needs information on the type of coffee a cafe serves, in order to determine the quality.
- She wants to find the menu and the daily specials as quickly and easily as possible.
- She wants to order with her smartphone, avoid the usual line-up, and experience minimal distractions.

Favorite Coffee Beans

- Ethiopian Yirgacheffe Coffee
- Sumatra Mandheling Coffee
- Ethiopia Charbanta Natural

LISA MONTOYA

> " We must optimize our processes, implement new systems, learn to adapt. It's worth the effort in the end. "

Age	32
Occupation	Software Architect
Status	Married
Location	New York, NY
Tier	Multi-use
Archetype	Problem-solver

Bio

Lisa is the software architect at Blue Cable. She sees that larger companies have a difficult time implementing improvements. She wants to streamline communications and automate as many things as possible, to maintain an agile team.

Goals

- Discover new tools for communication, reporting, tracking and measuring
- Use small teams for large projects
- Update old frameworks to meet present standards

Frustrations

- Change is always met with resistance
- Learning curves slow down productivity
- Larger companies are more risk averse

Technology

- IT & Internet
- Design Software
- Mobile Apps
- Social Media

Trusted Brands

Motivations

- Ease of Use
- Creativity
- Problems Solved
- Price
- Updates

Personality

Introvert		Extrovert
Intuitive		Sensing
Thinking		Feeling
Judging		Perceiving

Olivia Jones

"I can save a ton of money by reducing energy consumption!"

LITTLE TECH KNOWLEDGE	▬▬▬▬▬▬▬🔌	EXPERT TECH KNOWLEDGE
STAYS AT HOME	▬▬▬🔌	FREQUENTLY AWAY
NOT ENERGY CONSCIOUS	▬▬▬▬▬🔌	VERY ENERGY CONSCIOUS

AGE	26
LOCATION	LONDON, UK
MARITAL STATUS	SINGLE
CHILDREN	NONE
LIVING	2 BR APARTMENT
OCCUPATION	IT SPECIALIST
SALARY	£65K
EDUCATION	BACHELOR'S

ABOUT OLIVIA

Olivia has been living with her roommate, Julie Plasseti for 2 years. Olivia is a very devoted gamer, has a number of new electronics including a PS5 , Xbox 1080, and a powerful desktop computer. They split the utility bill even though Mara's product likely consume considerably more energy.

HABITS

- Olivia is a very forgetful person and leaves many of her electronics on and running.
- Olivia keeps the A/C running constantly during the summer season, due to the heat her products generate in her room.
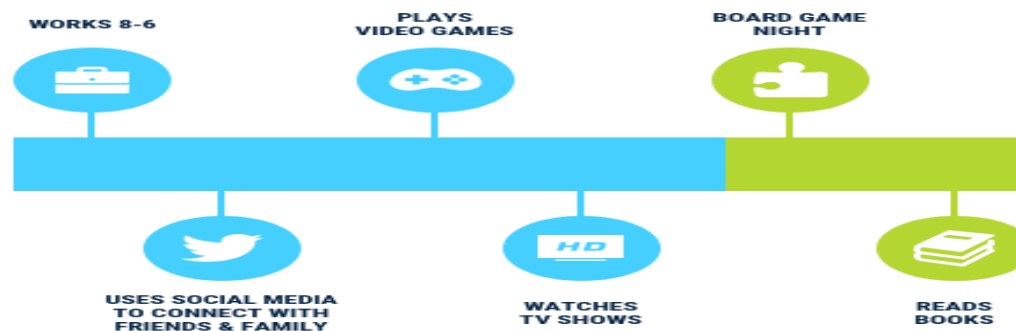
MOTIVATORS

- Olivia does not want her roommate paying more than her fair share.
- Leaving her electronics on too long affects their longevity.

GOALS

- Lower monthly bills.
- Reduce energy consumption/increase efficiency.

DEVICES USED

OTHER
LAPTOP/ DESKTOP
IPOD
ANDROID PHONE

AVERAGE MONTHLY USAGE

SPACE HEATING
APPLIANCES, ELECTRONICS, & LIGHTING
WATER HEATER
A/C

DAILY ACTIVITIES

- WORKS 8-6
- PLAYS VIDEO GAMES
- BOARD GAME NIGHT
- USES SOCIAL MEDIA TO CONNECT WITH FRIENDS & FAMILY
- WATCHES TV SHOWS
- READS BOOKS

JEROME CARTER

Age: 32
Occupation: Communications
Family: Wife, 2 children (ages 2 and 4)
Location: New York City, NY

"When people have to ask less questions, the team gets more work done."

Purchasing Motivations

- DESIGNER PRODUCTS
- ECO-FRIENDLY
- PERSONALIZATION
- LOW PRICES
- CONVENIENCE
- SOCIAL

Bio

Jerome has been in communications for ten years, and he works for a medium-sized enterprise in a senior position.

He loves to problem solve, create innovative solutions, improve efficiency and productivity.

He manages important clients for the company and oversees major projects by working with small teams of 7 people.
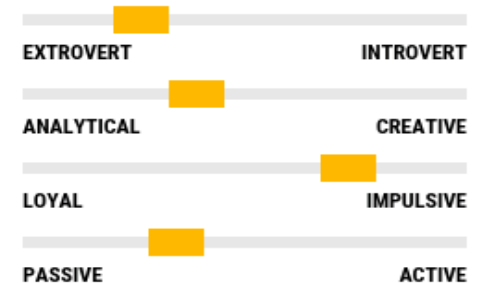
Goals

- To reduce emails sent
- To reduce inbound calls
- To automate more process
- To keep track of everything

Frustrations

- Confusing UX leads to more inquiries
- Lack of standardization leads to more follow ups

Personality

EXTROVERT — INTROVERT
ANALYTICAL — CREATIVE
LOYAL — IMPULSIVE
PASSIVE — ACTIVE

Trusted Brands

slack   patagonia
BOSE   SPURS

TRACY CHADWICK

"I'm looking for a forward thinking, forward way of communicating information."

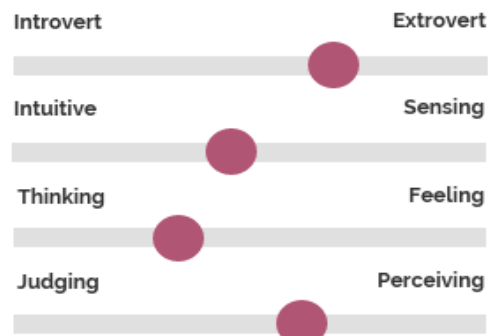|	
AGE	29
OCCUPATION	Director of Sales
STATUS	Single
LOCATION	Portsmouth, NH
TIER	Multi-use
ARCHETYPE	Creator

Creative Intelligent

Productive Hard working

Bio

Tracy is a Director of Sales for an ad agency. Her problem is that traditional ads look boring. She is specifically looking for highly customizable designs that can be used to create slides for a presentation. She is motivated to be more creative and have her work stand out.

Personality

Introvert ——————○—— Extrovert

Intuitive ————○———— Sensing

Thinking ———○————— Feeling
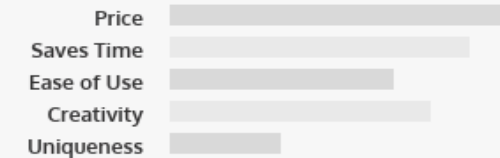
Judging —————○——— Perceiving

Brands

Goals

- Sed ut perspiciatis unde omnis iste
- Emo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit
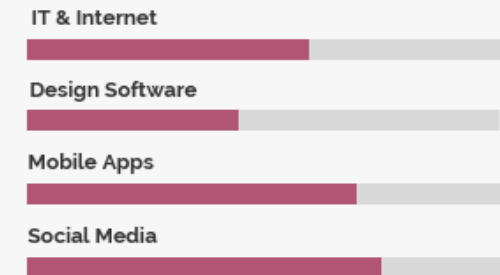- Quis autem vel eum iure

Frustrations

- Ut enim ad minima veniam
- Neque porro quisquam est, qui dolorem ipsum
- At vero eos et accusamus et iusto odio

Motivations

Price	
Saves Time	
Ease of Use	
Creativity	
Uniqueness	

Technology

IT & Internet

Design Software

Mobile Apps

Social Media

Hector Cortez

GENDER: Male
AGE: 36
LOCATION: Brooklyn, NY
OCCUPATION: Real Estate Agent
FAMILY STATUS: Married, one child

STRENGTHS

- Social Media Savvy
- Organized
- Adaptive, confident
- Highly Communicative

FRUSTRATIONS

- Inability to collaborate with professionals
- Accessing new markets
- Content creation

LIFESTYLE

Family-oriented, hosts social events, moderately active, career-focused, always learning new ways to be competitive in his profession.

GOALS

Connect with professionals; access new real estate markets; increase proficiency by accessing low-hanging fruit.

Build and maintain brand image, faster content-creation turnaround.

JOHN EDWARDS

"Stakeholders don't look at huge blurbs unless it is eye-catching, I am looking for a tool that makes data pop."

AGE	35
OCCUPATION	Program
STATUS	Coordinator
LOCATION	Married
TIER	Seattle, WA
ARCHETYPE	Multi-use Creator

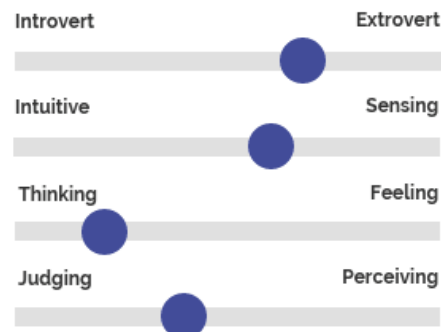| Creative	Intelligent
Productive	**Hard working**

Bio

John is a Program Coordinator for a children's early education program. He is responsible for keeping stakeholders informed about program enhancements and its impact. Since his reports have an impact on future decision making and program funding, he is looking for a new and engaging way to make his data "pop". Mark thinks of himself as more of a data guy.

Personality

Introvert		Extrovert

Intuitive		Sensing

Thinking		Feeling

Judging		Perceiving

Brands

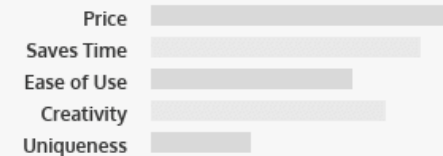## Goals

- Sed ut perspiciatis unde omnis iste
- Emo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit
- Quis autem vel eum iure

Frustrations

- Ut enim ad minima veniam
- Neque porro quisquam est, qui dolorem ipsum
- At vero eos et accusamus et iusto odio

Motivations

Price	
Saves Time	
Ease of Use	
Creativity	
Uniqueness	

Technology

IT & Internet

Design Software

Mobile Apps

Social Media