

Natalie

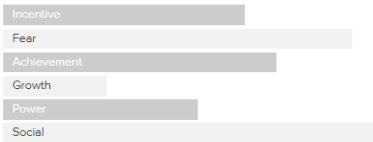
AGE 36
OCCUPATION Part-time nutritionist
STATUS Married
LOCATION Leesburg, Virginia
TIER Moderate
ARCHETYPE Caring mom who just wants the best for her kids and community

Organized Social
Prone to Worry



"Home is where our story begins"

Motivations



Goals

- She hopes her kids grow up to be healthy and strong with a good nutritional education
- She wants to win the election for secretary of the homeowners association
- She wants to buy a beach house in the Outer Banks for vacations and passive income

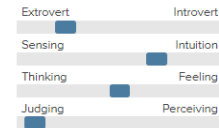
Frustrations

- Interactions with Hazel, her next door neighbor who always wins the coffee cake contest and won't share her secret recipe with the community
- When her friends know something before she does
- When her kids are fighting and not listening to her

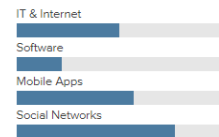
Day in the Life

Natalie was listening to the radio on the way back from Whole Foods when they made an announcement that a product she just purchased had been recalled. She was concerned for the safety of her family, and was very grateful that she heard the radio announcement. She found the RecallRodent application by Google search and noticed her recalled product was listed near the top. She was excited to see that the site not only provided the latest recalls in an easy to read display, but that she could sign up to connect her loyalty cards to the application so that in the future, she can login and know for sure if any of her purchased products were recalled. She signed up and started connecting her stores right away, and noticed that two other items she had purchased in the last month had been recalled. She posted a link to the application right away on her Facebook page and recommended the application to her friends, which got many likes from other moms and friends in her community.

Personality



Technology



Brands



Uma

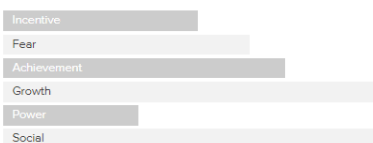
AGE 26
OCCUPATION Dog Groomer
STATUS Single
LOCATION Atlanta
TIER Frequent
ARCHETYPE The Innocent - she wants the make the world a better place.

Friendly Passionate
Optimistic



"We can judge the heart of a man by his treatment of animals"
Immanuel Kant

Motivations



Goals

- To save up enough money to become a veterinary technician
- To travel to the Australia and snorkel the Great Barrier Reefs
- To marry a man who loves animals as much as she does

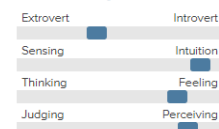
Frustrations

- People who leave their dogs in cars or chained up outside
- When clients forget to tip her for grooming their dogs
- That she has to work so much to save enough money for school

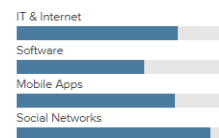
Day in the Life

Uma had just finished grooming her favorite dog, Spike, a miniature long-haired dachshund, when his owner came in to pick him up. The owner asked Uma if she had heard about the latest dog food recall, which she had not. The owner told her that she found out about the recall when she hooked up her Walmart account in the RecallRodent application. Uma didn't purchase that brand of dog food, but she had some dog treats from the same manufacturer so she went home right away and signed up for the service. She confirmed that her dog treats weren't recalled, but noticed that some of her other purchases were. She was very grateful to Spike's owner for letting her know about this application, and planned to use it in the future to monitor the products she buys for herself and her furry friends.

Personality



Technology



Brands



Tyler

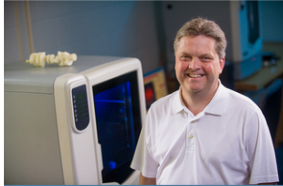
AGE 52
OCCUPATION Building Engineer
STATUS Married
LOCATION Tallahassee
TIER Regularly
ARCHETYPE Regular Guy - down to earth with solid values

Logical

Loyal

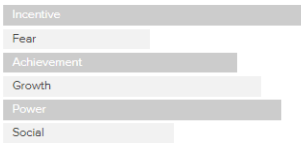
Well-Informed

Kind



"Live and Let Live"

Motivations



Goals

- To pay off the mortgage on his house in the next 10 years
- To become a Deacon in his community church
- To vacation with his wife to the Grand Canyon this summer

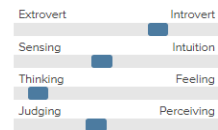
Frustrations

- Having his personal data leaked and website security breaches
- Having to periodically work outside in the elements
- His wife nagging him when he comes home late from work

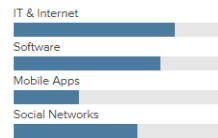
Bio

Tyler was reading one of his favorite news sites and saw that yet another product that he typically buys was recalled. He hates finding out about things too late, and wanted to figure out a way to be more proactive about recall information. In his effort to do so, he found the RecallRodent application online. He is always concerned about site security and researches any web application before signing up, so he clicked the links at the bottom of the Home page for openFDA.gov and saw that this was an application that works directly with a government site. After confirming that the site is legitimate, he registered for an account and started monitoring his purchases.

Personality



Technology



Brands

