

Personas

A. Primary Persona

Anisha

Age: **30**

Works in: **marketing**

Marital Status: **single**

Lives in: **Manchester**

Scenario: **First-time buyer**

Digital native, owns a **smartphone** and uses **snapchat, whatsapp, spotify, twitter, maps**, etc.

Expectations

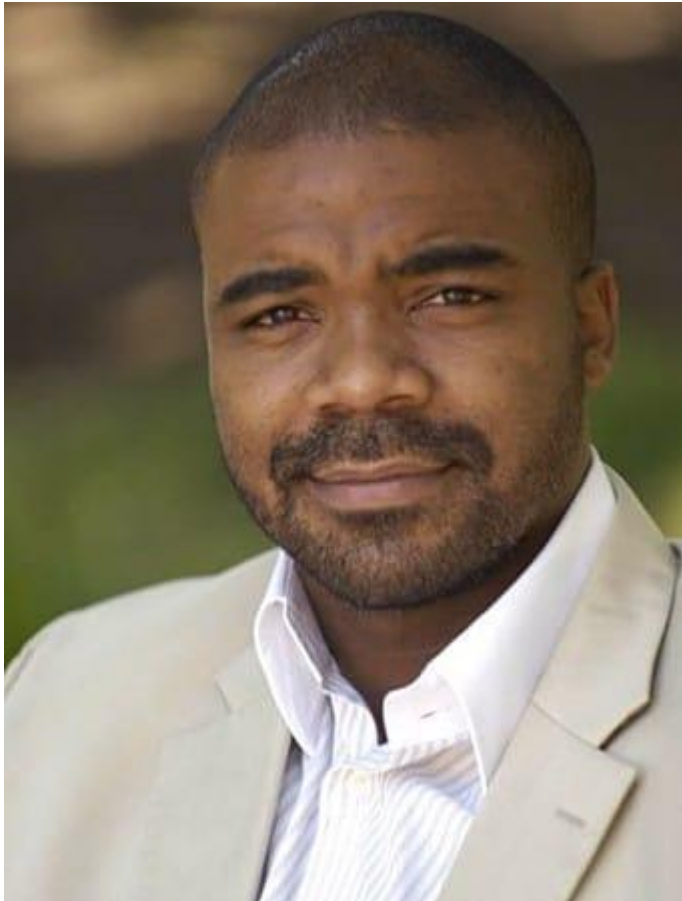
Has no experience of the English property system, but does expect the public and private services she uses to be efficient and digital.

Attitudes

Is very price-sensitive, but is prepared to pay above-budget price when she feels she understands the extra value she is gaining. Is confident in asserting her consumer rights and seeking redress if she feels she has not received the product or service she has paid for.



B. Secondary Persona



Ben

Age: **40**

Works in: **accounting**

Marital Status: **married**

Lives in: **Nottingham**

Scenario:

Looking for a larger property for growing family

Digital immigrant, owns a **smartphone** and uses **email, google, maps**, etc.

Expectations

Has had previous experience of the English property system, feels a deep sense of incipient dread before the process has even begun.

Attitudes

Has a little more financial leeway than before, and would be tempted to pay more for convenience and simplicity throughout the process, but knows there are many other significant costs to be borne. Disliked previous solicitor and will spend longer trying to choose a good one this time.