



"I try to achieve the most ambitious ideas I think of."

Age: 38

Work: Restaurant Owner

Family: Divorced

Location: San Francisco, California

Personality



Outgoing

Ambitious

Adventurous

Goals

- To expand the size of the business
- To maintain or improve the current standards
- To ensure that the restaurant receives a steady stream of supplies and materials

Frustrations

- Being limited by budget
- Shortage of work force
- Shortage of supplies for daily use
- Increase of local competition

Bio

Jennifer is the owner of the restaurant *Jen's Grill and Bar* and has been for the last 8 years. She is very composed at work and has been very kind and thoughtful to both customers and workers alike. She is always thinking of new ways to improve the service quality of her restaurant without reducing quality in other fields. She is looking for ways to simplify the way the restaurant operates and is open to new ideas.

Motivation



Preferred Channels



JOHN PETERS



TheBestNapkinsInc

AGE 44
OCCUPATION Director of Sales Operations
STATUS Divorced
LOCATION Columbus, OH
TIER Professional
ARCHETYPE The Maestro

Ambitious Confident Focused



“This industry is already over saturated, we need to explore newer territory and expand to smaller business customers”

MOTIVATIONS



GOALS

- To increase industry reputation
- To Acquire more vintage cars
- To keep track of everything

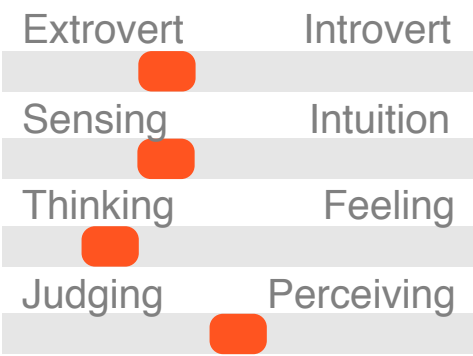
FRUSTRATIONS

- Tardiness
- No control
- Poor communication

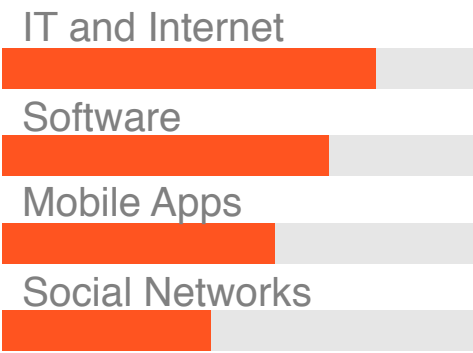
BIO

John works as a Director of Sales operation at TheBestNapkinsInc, he is very passionate about his work, and has been with the company for over 20 years serving customers from all over the globe. John is very good friends with the CEO/Founder of the business, Valentino Rossi, they have become very close buddies both during and outside of work. John has lots of freedom on decision making, and for 20 years, he has rarely made any poor decisions. John has turned down competitors offering to double his salary, John is very loyal to TheBestNapkinsInc.

PERSONALITY



TECHNOLOGY



Work

During workdays, John checks his emails for any urgent correspondence, after which he proceeds with his daily work agenda. John’s day to day work oversees all sales operations, including those made online, which he has used in the past. John is familiar with online platforms for manufacturers, and would like to find new opportunities since the current platform isn’t meeting corporate goals of expanding to smaller business customers. Currently, the company sells to medium sized business, however John would like to expand the customer base to small/startup business, and is looking for a platform to do so, preferably online.

Personal

John has 2 kids, a boy named George and a girl named Elizabeth. John is divorced, his ex-wife Jennifer has custody of the kids and now lives with them on the west coast. John spends most of his time working, and spends his spare time on his hobby, cars and motorcycles. He owns many vintage cars including a 1969 C amaro Yenko, and a 1967 Mustang Shelby GT500 Fastback. John has rebuilt both these cars by hand over the span of 3 years as side projects. John is very calm and collective, but is rather serious at times. John has used computers/internet for many years, and is generally considered tech savvy.

BIO: Margaret Margaretovich

Thirty-seven year-old Margaret Margaretovich is a single stay-at-home mother and successful business owner. The things that she cares the most about are her kids and her businesses and wants to do the most as in as little time with her business so she can spend time with her kids.

Every morning when she wakes up, Margaret checks up on her businesses and how they did overnight. Afterwards, she feeds the kids and takes them to school. Throughout the day, she focuses on acquiring new businesses and maximizing the profits of her current businesses. After picking her kids up from school, she spends the rest of the day spending time with the kids until bedtime, when she takes another look to see that her businesses are running smoothly.

When Margaret is working, she is working as efficiently as possible, she doesn't want things like slow internet or slow computers to hold her back. She has unlimited data on her phone, home internet, and even a wireless modem for working on her laptop while on the go.

With this schedule, Margaret has very little time to spend on each business and needs to see that each business is running smoothly to give her peace of mind. She needs to be able to check up on a business whether she's on the go, or at home sitting in front of a computer.