



Jules

Age : 22 – 26 years old

Gender : Male

Education level : Bachelor degree

Personal situation : single

Place of residence : Paris

Active on : Instagram

His life

Objectives : financial freedom, emotional life, being owner

Wrong habits to loose : smoking, disconnecting from it phone

Highest fear : financial gap, unemployment, indebtedness, isolation

Source of information : YouTube, Twitter, Instagram

Professional life

Size of the company : 51 – 200 employees

Professional situation : employee

Department : Engineering

Professional challenges : improve results, be promoted

What he fears the most to loose : employ, salary, passion

What he would like to change in his work : more formation time, more motivation

Ways of communication at work : mail, messages, social network

Commercial Information

Objections that could be made to the offer : too complex, useless, not innovative

Reasons to choose a competitor's offer : easier to use, nice design, use of shortcuts

Reasons not to buy our product : bad design, too complex

By which means our product resolves its needs : facilitating programming and make it more fun

How our offer will help to solve problems : giving him a tool to improve his productivity

What our offer will change in his professional life : giving him a tool for programming in a new language