



### Bio:

John moneybags is looking to expand his chain of restaurant, but is looking for the area in which he can get the highest returns whilst maintaining lowest expenditure.

**Name:** John moneyBags

**Age:** 43

**Occupation:** Chain Restaurant Owner

### Personality

Add slider point to the lines



### Devices

Which tech devices do they use?

- Phone
- Laptop
- Tablet

### Goals

Reasons to use the web app

- Compare the business survivability of different areas to gauge the likelihood of his business surviving.
- Discover up and coming areas with increasing business survivability so he is able to save money in terms of rent and competition.

### Pain points

i.e. How can your web app help

- Show the areas with the fastest grown, while having high business death at the current time, allowing for cheap acquisition.
- Show areas with highest business survivability
- Show areas with highest / lowest business activity which may be indicative of competition.

### Motivations

Factors that might influence their use of the app

- Cost of the app
- Ease of use
- Validity of source of data
- Modelling prediction accuracy

### Internet/App use

Which other apps do they use? These may influence their expectations of the app

- Zoopla