

#### 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

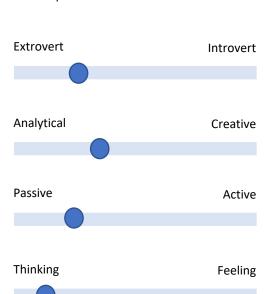
Age: 43

**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