Sarah

"This thing better work. Why can't they just send us on a trip to the Bahamas and we can cover all this stuff there?"



AGE 43

OCCUPATION Marketer

STATUS Married

LOCATION Midwest

BRAND ARCHETYPE The Lover/ Intimacy

PURPOSE Build a Connection

Motivations

- Incentive
- Fear
- Achievement
- Growth
- Power
- Social

Frustrations

- Updating her phone and work apps stop working

Brand Loyalty

- iPhone or Die

Personality

Extrovert — Introvert

Sensing — Intuition

Thinking — Feeling

Judging — Perceiving

Technology

Information Technology (IT)

Software

Mobile Apps

Social Networks

Lee

"Just tell me what to do and when it's due. I'll need to block out a couple hours and bang it out."



AGE 49

OCCUPATION IT Consultant

STATUS Married

LOCATION Mid-Atlantic

BRAND ARCHETYPE The Ruler/ Order from Chaos

PURPOSE Provide Structure

Motivations

- Incentive
- Fear
- Achievement
- Growth
- Power
- Social

Personality

- Extrovert — Introvert
- Sensing — Intuition
- Thinking — Feeling
- Judging — Perceiving

Goals

- Wants to block out a set time to complete all the courses in one day

Brand Loyalty

- Platform agnostic

Technology

- Information Technology (IT)
- Software
- Mobile Apps
- Social Networks

Tim

"Just set me up to do it and I'll get it done. Make sure it's clear what I need to do next. If there's a problem, I'm stopping."



AGE 39

OCCUPATION Sales

STATUS Married

LOCATION West Coast

BRAND ARCHETYPE The Rebel/ Liberation

PURPOSE Leave a Mark

Motivations

- Incentive
- Fear
- Achievement
- Growth
- Power
- Social

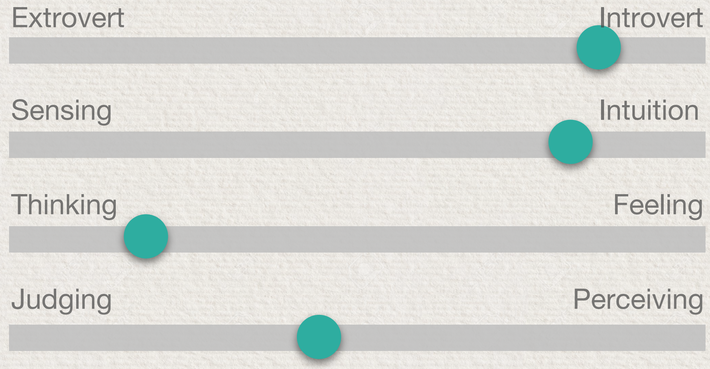
Frustrations

- Finds training a waste of time when he could be selling/working
- Doesn’t want personal device loaded with data and courses

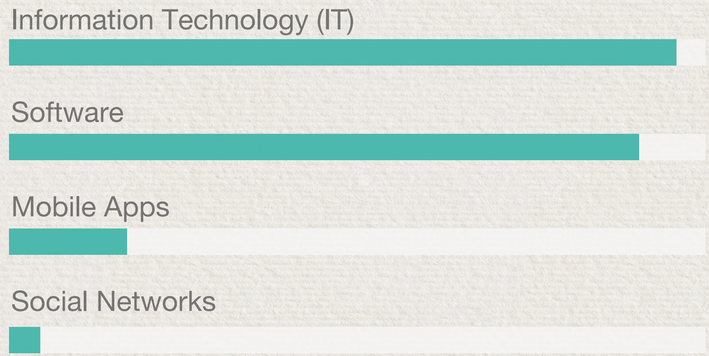
Brand Loyalty

- Platform agnostic

Personality



Technology



Alexx

"Sure. I'll get right on that. Right after I go get some coffee. And I'm out on sales calls all week after lunch."



AGE 33

OCCUPATION Implementation / Sales

STATUS Single

LOCATION Mid-Atlantic

BRAND ARCHETYPE The Explorer/ Freedom

PURPOSE New Experiences

Motivations

- Incentive
- Fear
- Achievement
- Growth
- Power
- Social

Goals

- If there's a reward for completion, he wants to know about it

Brand Loyalty

- iPhone

Personality

Extrovert — Introvert

Sensing — Intuition

Thinking — Feeling

Judging — Perceiving

Technology

Information Technology (IT)

Software

Mobile Apps

Social Networks

Debbie

"This is so great. I can learn whenever I have downtime!"



AGE 37

OCCUPATION Implementation / Sales

STATUS Married

LOCATION Mid-Atlantic

BRAND ARCHETYPE The Innocent / Safety

PURPOSE Seek Paradise

Motivations

- Incentive
- Fear
- Achievement
- Growth
- Power
- Social

Goals

- Wants to review, really understand the content in-depth

Brand Loyalty

- Android

Personality

- Extrovert / Introvert
- Sensing / Intuition
- Thinking / Feeling
- Judging / Perceiving

Technology

- Information Technology (IT)
- Software
- Mobile Apps
- Social Networks