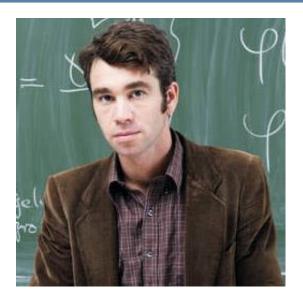
# **Peter Wayne**

-"All the world is a stage and I'm in the orchestra pit, conducting."



## **ABOUT**

**Age:** 29

**Gender Identity:** Male **Location:** Springfield, IL

**Education:** Journalism Degree **Work:** Technology Columnist

Relationship: Single

# **PERSONALITY**

Likes: Reading, Crime Dramas like

Luthor

Dislikes: Social media, Crowds

Personality: Introverted, Intellectual Communication Style: Text, Email

#### **TECHNICAL**

Computer Skills: Basic college graduate level (Email, Office

suite, Internet browsing)

Internet Use: Telecommutes to work, submits articles via email

### **BEHAVIORS**

**Consistently writing –** When not writing articles he's trying to get a crime novel he wrote published.

**Homebody** – His ideal date is curling up on the couch with his laptop and writing more chapters for his novel while his favorite shows play in the background.

## **NEEDS**

- Easy access to device teardowns to write articles about
- News on the right-to-repair movement to keep abreast of the current climate

#### **MOTIVATORS**

**Work** -- Peter writes about the latest trends in technology and needs to keep up-to-date with the changes being made in newly released devices.

**Politics** – He advocates for the right-to-repair movement and is trying to help draft legislation to make companies change their policies regarding device repair.



### **ABOUT**

**Age:** 57

**Gender Identity:** Female **Location:** Denver, CO

**Education:** Economics Degree

Work: Financial Analyst

Relationship: Married, Beverly Alders (46)

# **PERSONALITY**

**Likes:** Hiking, Camping **Dislikes:** Spas, Fine Dining,

Wastefulness

**Personality**: Adventurous, Frugal **Communication Style**: Phone, Zoom

### **TECHNICAL**

Computer Skills: College graduate level (Email, Office suite,

Internet browsing, Accounting programs)

Internet Use: Banking, Research, Travel planning, Bargain-

hunting

#### **BEHAVIORS**

**Bargain Hunter –** She's always looking for the best deal. If she can save a couple dollars, she'll wait an extra week for shipping. **Nature Lover –** She loves being out in nature. She takes her partner camping whenever they can get away.

## **NEEDS**

- The battery on her phone isn't holding a charge anymore.
  Rather than pay to have someone fix it she wants to do it herself with an inexpensive battery.
- She needs a repair guide to show her the steps to fixing her phone, since the battery is not easily accessible.

#### **MOTIVATORS**

**Vacation --** .She wants her phone to hold a long charge since she uses it as a GPS when she's out camping.

**Financial** – She knows the benefit of saving for retirement and she wants to be worry free in a few years when she's ready to stop working.