



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.