

Persona	Characteristic	Needs
<p>Joe Montoya “At AAA TV Repair we like to get the job done right the first time”</p>	<p>Mom and Pop shop Overwhelmed Always Busy Cash flow issues Stressed</p>	<p>1-2 phones Simplicity Good deals Don't want to pay for frills</p>
<p>Jane Smith “We at Smith & Smith Associates pride ourselves in providing best-in-class consulting services”</p>	<p>Sophisticated Smart Power Users 1st adopters</p>	<p>3-4 phones Latest tech/features Bells & Whistles Mobility Be connected Image matters</p>
<p>Abe Shaw “One time and one budget, that’s our motto at Acme Construction”</p>	<p>Likes to get things done Has to manage people Like to manage costs Rough on equipment Always on the road</p>	<p>over 4 phones Good prices Reliability Good Coverage Good Service</p>

<p>Rosa Sanchez</p> <p>“Comunicacion es muy importante para nosotros porque en nuestro negocio de proveer comida siempre tenemos emergencias.”</p> <p>“Communications is very important to us because in our catering business we are always having emergencies.”</p>	<p>Sympathetic</p> <p>Loves to talk to people</p> <p>Well connected</p> <p>Workaholic</p> <p>Has dedicated employees</p> <p>Is always busy</p> <p>Always concerned about cash-flow</p>	<p>over 10 phones</p> <p>Good prices</p> <p>Good Service</p>
<p>Wesley Chong</p> <p>“I want to grow my consulting business but I also don’t want to worry about employees.”</p>	<p>Fast Paced</p> <p>1st adopters</p> <p>Multi-Task Oriented</p> <p>Lone Ranger</p> <p>ADD</p> <p>PDA’s Only</p>	<p>One Phone</p> <p>Good features</p> <p>Wiz bang Technology</p> <p>3G Network Coverage</p>