

Caneva persona



John wants to replace his last iPhone 11. He's looking into a new Sony XPERIA.

Identify card

- John
- 35
- Project Manager, No kid, in couple

Characteristics

Indicate here what is characterizing your persona

- *He loves a well-designed website that saves him some time*
- *He usually knows exactly what he wants*
- *He's attracted by quality brands and builds. He's open to spending the extra buck on getting a better smartphone.*
- *He could be sensible to prices discount on the exact model of phone he has in mind.*
- *He is well informed on the features of a smartphone, how it works. He even changed himself the battery of his phone.*

Goals

Indicate here the needs and goals of the persona regarding online purchase

- *He wants the latest version of the smartphone will all the brand new features.*
- *He wants to buy it on a trusted website (i.e. with a liable client service, in case he would have to return the phone=)*

Behavior

Indicate here what are the main traits of the behavior of the persona when it's purchasing online

- *He likes to update his phone regularly as he uses it daily.*
- *Hes keeps himself informed on the latest news about his favorite phone brand.*
- *He's attached and loyal to his best brands.*
- *He gets his information from the specialized website and especially Youtube channels. He goes straight for his usual retail website when he's set on his model.*
- *He usually spends little time on the homepage to locate the search engine and arrive directly on the product page.*

TECH

Indicate here the high tech equipment and its usages

- He has an iPhone11 with 256Gb of memory that he's got during the last black Friday.
- He spends between 3 to 4h per day on his phone.
- He has a PC and a laptop.

BEHAVIOR REGARDING MOBILE USAGE AND THE NEW FEATURE:

Indicate here the habits regarding mobile usage and the attractiveness to the new feature

He often finds inspirational content on his mobile but nearly always makes the final purchase on his PC. He finds that mobile is less liable for essential purchasing decisions. He's sensible to the display of information. He thinks that more information is accessible on desktop than on mobile.