

Alicia



"I want to meet new people and have fun"

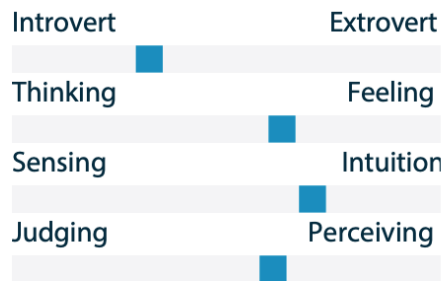
Age: 42

Work: Music teacher

Industry: Education

Location: Lisbon

Personality



Goals

- I want to sign up for a new site but I had issues during the process.
- I want solve a problem with my subscription.
- I need a friendly sign up process.
- 24 hours support.

Frustrations

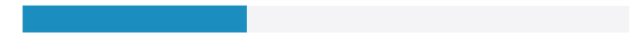
- I'm afraid I might get scammed.
- I don't really know much about technology or billing systems.

Behaviour

- I like to meet different people through dating sites and I have signed up for a few.
- I want to focus on having fun and am willing to pay for it.
- I don't like overly complicated signup flows or having troubles with the billing.

Motivation

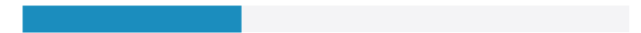
Incentive



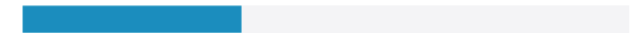
Fear



Growth



Power



Social





"I need to fully understand how users buy into my company product."

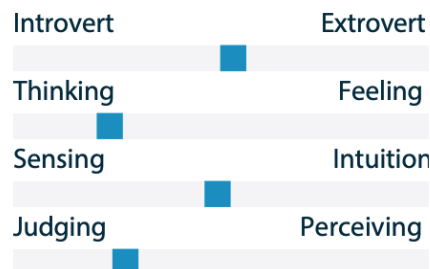
Age: 35

Work: Product Manager

Industry: Luxury travel company.

Location: London

Personality



Goals

- I need to set the goals for my product and figure how to reach them by juggling different elements that involve development, growth and scalability.
- I can only make my product better if I make data-informed decisions.
- I want to improve the product performance with a great billing company.
- I need to take into account the implementation cost and time, and I want a solution that is easy to use and easy to integrate with.

Frustrations

- It's hard for me to understand the product performance because the company is not collecting and using the data correctly.
- I don't truly understand my product users behaviours because I don't have visibility.

Behaviour

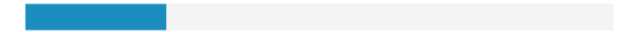
- I have to juggle different duties throughout the day and don't have much time. I'm analytical and determined.
- The company needs to make money and I am partially responsible to make that happen. There is a lot of pressure on my shoulders.
- I tend to get to the point and I loathe being bothered by marketing slogans and lack of precision.

Motivation

Incentive



Fear



Growth



Power



Social



John



"I have a small adult company and I need to optimize the company performance"

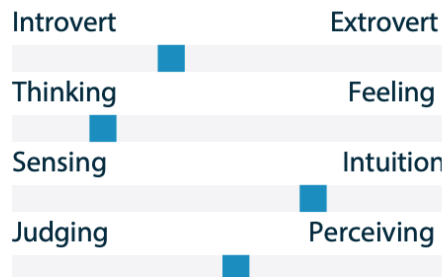
Age: 40

Work: CEO

Industry: Adult

Location: L.A

Personality



Goals

- I need to find the best performing billing system to make more money (conversions + user retention).
- I would like to try an IA based solution.
- I want a billing system that is easy to integrate.

Frustrations

- My current biller is not performing well and I'm losing money.
- The technical solutions out there feel complex, expensive and I don't know if they work.

Behaviour

- I'm a sales representative.
- I want to know how we are different and what type of security measures we have.
- I don't have time for BS.
- I don't mind face to face contact but I rather communicate via email.

Motivation

Incentive



Fear



Growth



Power



Social

