

Customer Persona: Tech Product Launch

Persona Overview

Name: Jamie Lee

Age: 29

Gender: Any

Location: Urban metro area

Occupation: Digital Marketing Specialist

Income: \$60,000/year

Education: Bachelor's Degree

Tech Savvy Level: High

Background

Jamie is a young professional working in a large city, always on the lookout for new gadgets that can improve daily productivity and enhance lifestyle. Enjoys experimenting with the latest tech trends, participates in online forums, and values products that combine functionality with design.

Personality

Enthusiastic, early adopter, research-driven, detail-oriented, social influence among peers for technology purchases.

Goals & Challenges

Goals

- Boost efficiency at work and in daily tasks
- Stay ahead with technology
- Find seamless, multi-device integration
- Share discoveries with peers

Challenges

- Lack of compatibility with other devices
 - Short battery life
 - Complex setup or onboarding
 - High price points
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Purchase Behavior

- Relies on peer reviews, YouTube, and tech blogs
 - Compares multiple products before purchase
 - Looks for trial opportunities before committing
 - Influenced by friends' and influencers' recommendations
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Buying Criteria

- User-friendly design
- Cross-device compatibility

- Long battery life
 - Innovative features
 - Strong customer support
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Preferred Brands

- Apple
 - Samsung
 - Google
 - Sony
 - Bose
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Quote

"I want products that just work seamlessly with my daily routine and devices, not something I have to fight to set up or keep charged."
