

Sync User Personas

"Discerning consumers, professionals and business owners seeking convenience, support and guidance with their favourite tech brand: Apple"

Demographics

Age: 25-34 (33%), 18-23 (27%)

Location: 87% UK / 10% USA

Gender split: 54% Male / 45% Female

Devices

Mobile:  82%

Desktop:  11%

Tablet:  7%

Motivations



Consumer

Who?

- Apple/Tech Enthusiasts
- Busy professionals
- Apple loyalists
- Students

Goals

- Buy latest Apple product releases & accessories
- Compare product specs
- Fast checkout on mobile
- Book repairs easily
- Find friendly tech support

Barriers / Pain Points

- Expensive repair costs
- Long waiting times for repairs
- Impersonal service
- Lack of trust in new brands
- Unaware of alternative brands and offerings
- High product costs / less able to make spontaneous purchases

Business

Who?

- SME Owners
- IT Managers / Buyers
- Company Staff
- Events Organisers

Goals

- Find suitable and convenient business tech
- Contact specialists to discuss criteria and needs
- Compare packages
- Find ongoing tech support
- Recycle / trade in old technology
- Find training support
- Book event space

Barriers / Pain Points

- Low security
- Old fashioned/outdated websites selling tech
- Tight business budgets
- Overly complex offerings
- Lack of trust in resellers

Education

Who?

- Teachers
- IT Managers / Buyers
- Educational Training Staff
- Students

Goals

- Find large-scale Ed-Tech solutions with low costs
- Compare package offerings
- Find curriculum support
- Find ongoing tech support
- Recycle / trade in old technology
- Speak to experienced specialists about individual requirements

Barriers / Pain Points

- Confusing offerings
- Overly complex technology
- Limited spare time
- Limited funding options
- Limited tech knowledge
- No aftercare or support
- Lack of trust in resellers