Sync User Personas

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

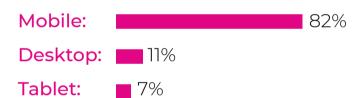
Demographics

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

Location: 87% UK / 10% USA

Gender split: 54% Male / 45% Female

Devices



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- Old fashioned/outdated websites selling tech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