QUICK FACTS

Lives: Share house in Enmore

Drives: Brother's bashed Vespa

Phone: iPhone (purchased on eBay), Vodafone $45 Flexi Cap

Work: Full time, Graphic Designer at *Empire Magazine*

Tech: iMac at work, old Macbook from uni at home

Motto: "Never say no to an invitation!"

vodafone

Brendan is a primary online persona. All online functionality must be optimised for him.

Brendan

Determi-nation *Self Expression* *Freedom*

Young Impressionist

> *"It's not what you know, it's who you know. I mean, work hard to achieve your goals, but never say no to an invitation."*

> *"I'm super-spontaneous, so I really rely on my mobile to get me out of trouble. I need my provider to help me manage my usage so I'm not caught out."*

ABOUT BRENDAN

Goals
Live overseas in London
Save for a deposit (eventually!)
Work for Rolling Stone Magazine

Motivations
Fit in, but still be 'an individual'
Have something interesting to tell friends
Be 'in the know' about new films, music, fashion etc...
Fear of missing out

Priorities
Exploration and experience
Pleasure and novelty

Brendan can't stand
Mundane stuff
Red tape, required processes
Not being accepted, or feeling disconnected

Brendan Loves
Hanging with mates
Discovering new music
When everyone just 'gets on'
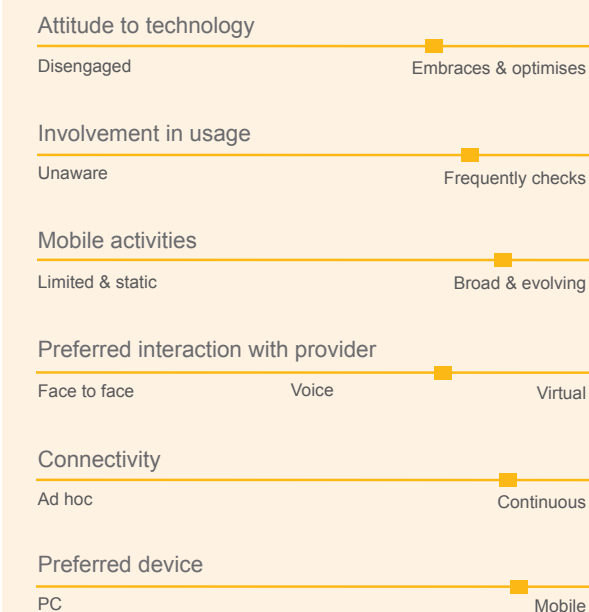A beer or three at the Carlisle

In Brendan's words...
When waiting for a bus:
"I'll check Facebook, download a new song or snap a video of something to post to YouTube."

In regards to my mobile, I need:
"To avoid blowouts"
"To topup credit instantly, I can't be offline"
"Free access to Facebook"
"To understand how much data I need"
"To avoid roaming off my network"
"To use PayPal to top-up my credit"

TECH ADOPTION SCALE

Attitude to technology
Disengaged ——————————— Embraces & optimises

Involvement in usage
Unaware ——————————— Frequently checks

Mobile activities
Limited & static ——————————— Broad & evolving

Preferred interaction with provider
Face to face ——— Voice ——— Virtual

Connectivity
Ad hoc ——————————— Continuous

Preferred device
PC ——————————— Mobile

Access to what he needs within his budget, including the latest devices

Warnings when he's going to get into trouble with his credit, cap or roaming

Cost control

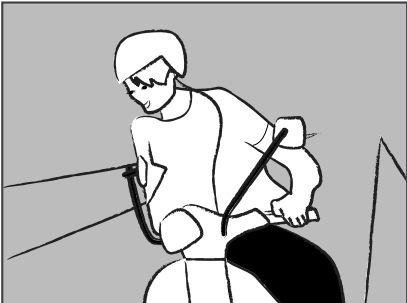Integration: Mobile, PC and other devices

Keep him out of trouble

"My mobile is an extension of myself, it's like oxygen. I love it like a pet!"

8:30 am — Phone alarm: "Shake that..."

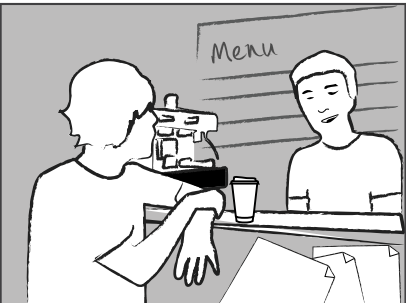Facebooks: Nice pics, Makka! but some of us have to work, now go home!

9:30 am — On the way to work

Seems like last night was huge... Wonder what I missed...

10:00 am — What's happened since last night

Hmmm. Speakers on sale... I need those

1:00 pm — Grabbing something to eat

"You going to see David Guetta?" / "He's in town? Send me the info" / "You at the pub tonight?"

4:30 pm — Hard at work with the "Bag Raiders"

Need to really focus now... big job... Glad my Dr Dre headphones came in...

7:00 pm — Running late to Dan's party

Definitely want to go to that gig / TXT: B, where r ya, u workaholic?

8:00pm — At "The Bank" for Dan's party

Hope the printer got those documents in time... "Hey!"

9:00 pm — Whoops, out of cash

Need to move some $ into my account... When is payday....?

10:30 pm — The fun starts

"Where's Makka?" / "Dunno..." / "Dont you dare put that on YouTube"

KEY TOUCH POINTS

1. Handset: is Brendan's primary place to interact at anytime.

He uses SMS's to get his available credit every few days.

2. Website: used for troubleshooting or finding things like roaming and international call rates.
He also uses the web for researching his next mobile and topping-up his credit, if he can't do it on device.

3. Store: used to check out new phones, or when he needs credit in a hurry.

4. Call centre: when something goes really wrong.

Brendan would buy online if...
"I could upgrade early & get a great deal."

"If my mates had done it and recommended it."

"If I could pay with PayPal or Visa Debit."

"I didn't feel afraid about locking myself into a contract."

ONLINE BEHAVIOURS

Always online

Brendan

Marco

Nicole

Seeking: Information & efficiencies

Seeking: Entertainment & connections

Online for specific tasks

ONLINE ACTIVITIES

Lives on: FaceBook, Skype, Inthemix

"I get emails daily and check them first thing. I love being online and seeing who's around. Chat is great for a quick conversation."

Reads: Email subscriptions and browses music blogs daily.

Buys: Clothes from ASOS; DVD's, and gadgets from a variety of sources; tickets to gigs from MoshTix or Inthemix.

"I hunt down a good flight using Skyscanner. I love finding a bargain online, especially eBay, I subscribe to Catch of the Day and Scoupon."

Manages: Does most banking on his mobile and loves using PayPal to shop and transfer money internationally. Brendan tops up his mobile credit using receipts from the servo or on the website.

FAVOURITE SITES

Printed on 100% recycled paper.

QUICK FACTS

Lives: Roseville with her husband Dan & two kids; Jack (4 yrs) & Ella (8 months). Her mum lives just around the corner.

Drives: Mazda CX7, mid-sized people mover.

Phone: Nokia E5, $59 Optus Postpaid Cap

Work: Runs her own Pilate's studio in Neutral Bay. Works 3-4 days a week.

Tech: Dell Latitude at home, Dell desktop at the studio.

Motto: "It is possible to have it all."

vodafone

Nicole is a primary online persona. All online functionality must be optimised for her.

Nicole

Organisation | Family & Friends | Staying Involved | Balance

Modern Family Manager

"I'm the hub of my family, so I need to always be in touch, connected & organised."

"I want a provider who's easy to understand and deal with. I don't have time to figure out the plan jargon."

ABOUT NICOLE

Goals
Plan for the future
Find a new home for her family
Organise her parents' anniversary
Run the half-marathon

Motivations
Family
Doing things properly
Bringing people together

Priorities
Being there for her kids
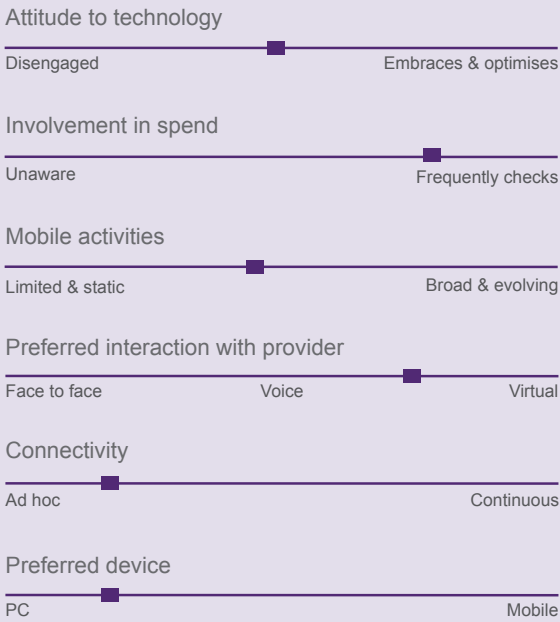Being the hub of the family
Helping her clients achieve
Staying healthy

Nicole can't stand
Being off schedule
Waiting in queues
Traffic jams
People who don't take care of themselves

Nicole loves
Her family
Feeling organised
Entertaining
Date night!

In her own words
In a spare moment:
"Between Pilates sessions I'll send an MMS to a friend, organise a play date for Jack or respond to a client's email."

In regards to my mobile, I need:
"Things to just work every time; network, emails and MMS. I don't have time to resend or figure out why something isn't working."

"To be 100% sure I'll get the call if Jack or Ella were sick."

"All communications to be clear and consistent."

"Help integrating and optimising my technology and making sure everything is properly backed-up."

"To easily log-in and manage my account with no dramas or delays."

TECH ADOPTION SCALE

Attitude to technology
Disengaged — Embraces & optimises

Involvement in spend
Unaware — Frequently checks

Mobile activities
Limited & static — Broad & evolving

Preferred interaction with provider
Face to face — Voice — Virtual

Connectivity
Ad hoc — Continuous

Preferred device
PC — Mobile

Nicole belongs to the Young Impressionist market segment and is a primary online persona. A persona, is an archetype or pretend person, who embodies all the online needs, drives and characteristics of a specific customer segment.

NICOLE'S NEEDS FROM VODAFONE
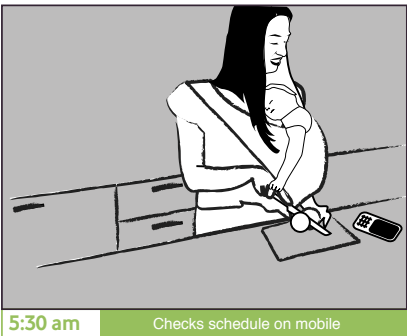
Transparency of spend and plan

Value for money

Consolidation of services and bills

Walk out of the shop with her mobile up and running

Technology that improves her life

Consistency of message and pricing across all touchpoints
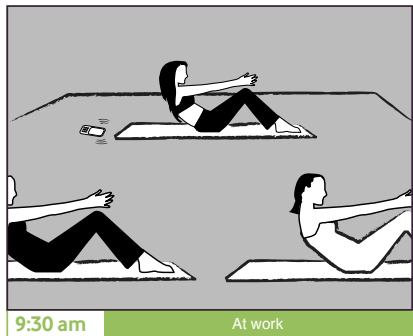

"My mobile is like my personal assistant."

5:00 am — Nicole's day starts
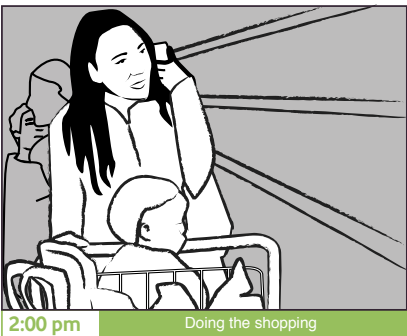*Ella been fussy all night, hope she doesn't have a fever...*

5:30 am — Checks schedule on mobile
"All better now, Ella?"
Ok, let's see, first class at 7 am...

6:15 am — Off to work, it's Dan's late work day
"See you at 10:30"
I love Dan's flexible work hours!

9:30 am — At work
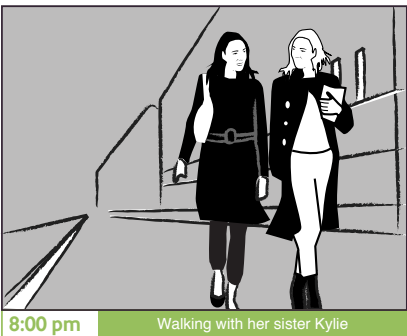*TXT: Babe, can you pick up some Bonjela, Ella is teething...*

2:00 pm — Doing the shopping
I've got to make it in time to pick up Jack from Preschool...
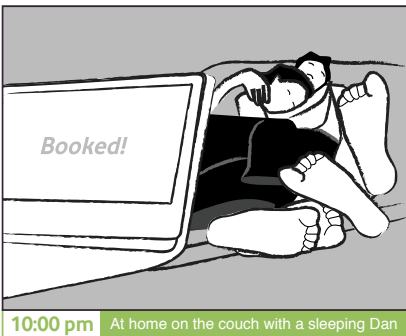*"Hi...yes...the new pilates bands need to be adjusted"*

2:30 pm — Standing back, happy, taking photo
I love watching Jack socialise

3:30 pm — In traffic on her way home for naps
"I'm planning the whole thing...so dont worry ...Mum..? your cutting out..."

8:00 pm — Walking with her sister Kylie
"I can't remember where the restaurant is, let's ask someone" / *"Nah, just use google maps"*

10:00 pm — At home on the couch with a sleeping Dan
Finally! booked Mum & Dad's anniversary. Now, time to relax...

KEY TOUCH POINTS

1. Website: is Nicole's primary place to interact. Here, she manages bills, checks usage and tops-up her mother's prepaid account.

2. Call centre: to resolve problems, reset passwords and ask questions about her mother's mobile.

3. Store: to browse or buy phones and plans, talk to someone about what's best for her, or pick up a new charger.

4. Handset: mainly for calls, SMS, MMS and some email. She's unsure how to use it for more.

Nicole would buy online if...
"I trusted the service provider or had an established relationship with them."

"It was really easy and saved me time."

"I'd like the option to start the process online but complete the purchase in the store when I pick up my mobile."

ONLINE BEHAVIOURS
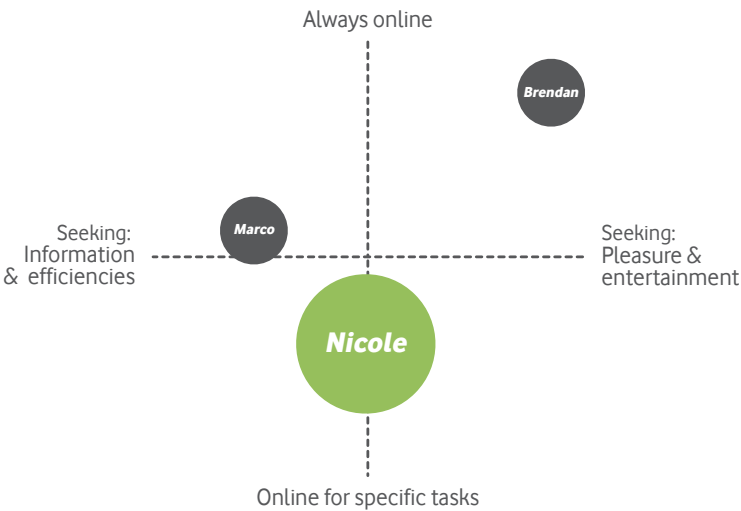
ONLINE ACTIVITIES

Browses: Domain, SMH & health related sites, almost exclusively on PC. She also browses and updates her own website: nicolepilates.com.au.

Buys: Clothes and shoes for herself and her family as well as groceries, books and sporting equipment.

Manages: Nicole pays her bills and does her banking on her laptop at home. In a pinch, she'll use the desktop at work but prefers to have everything in one place. She uses MYOB, which her accountant set-up, to manage her business.

Socialises: Primarily on email and Skypes with family and close friends abroad. She also enjoys photos of family and friends on Facebook, but doesn't share widely.

FAVOURITE SITES

Printed on 100% recycled paper.

Lives: Apartment in Surry Hills

Drives: BMW 3 Series

Phone: Blackberry Bold, $79 Vodafone Plan

Work: Financial Analyst with Travelex. Long hours, with interstate & international travel.

Tech: Sony Vaio

Motto: "You need to stay ahead of the game and always keep your word."

Marco

Prosperity Success Status Style & Quality

Tomorrow's Leader

"You need to stay ahead of the game. Always do your best and don't let people down."

"I expect my provider to look after me, treat me as a special customer and sort things out immediately. They should check-in to make sure I'm happy with everything."

ABOUT MARCO

Goals
Secure a promotion
Buy an investment property
Get his business idea going
Focus more on his photography

Motivations
Recognition within the workplace as well as peer group.
New challenges
Achieving his full potential

Priorities
Career progression
Financial security

Cant stand
Slow internet
Flight delays
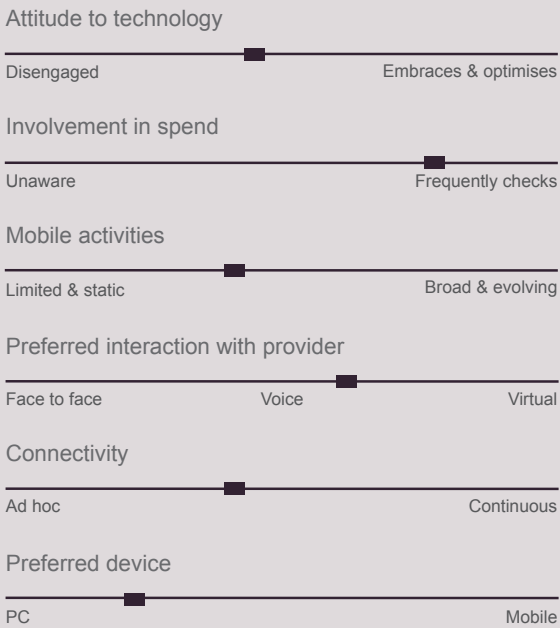Babies crying on flights
People who whinge
SPAM

Loves
New tech gadgets
Fine dining & exclusive bars
Looking after his mates
Beautiful cars

In Marco's words
In a spare moment:
"When waiting in the airport lounge I'll check my email, read the news or review my bank accounts."

In regards to my mobile service provider, I need:
"To feel like I'm important and looked after."

"Solutions. I don't want to know why something isn't working, I want it fixed."

"Tips to make sure I'm not missing out on features I don't understand."

"Personal attention to my unique situation."

TECH ADOPTION SCALE

Attitude to technology

Disengaged ———————— Embraces & optimises

Involvement in spend

Unaware ———————— Frequently checks

Mobile activities

Limited & static ———————— Broad & evolving

Preferred interaction with provider

Face to face ———— Voice ———— Virtual

Connectivity

Ad hoc ———————— Continuous

Preferred device

PC ———————— Mobile
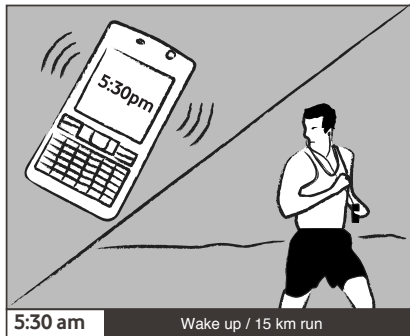
Premium experience

Service availability: national and international

Respect & recognition

Integration across devices

Latest devices

To feel like he's getting 'the best'

"My mobile is a productivity tool, but also a reflection of my personal brand."

5:30 am — Wake up / 15 km run
I'm going to beat yesterday's time

8:00 am — On the train to work
Not too many emails... now what's happened on the DOW...

8:45 am — At the office
Great, Joel will be in Melbourne too, I better extend my stay...

12:15 am — Closing the deal over a nice red
"Check out these photos... the vineyard was awesome..."

4:30 pm — Back at the office
Ok, my cab is here. Let me just print this boarding pass...

5:00 pm — In the cab
"Be careful when you drive.... there are hook turns..." / "...Love you, Ma, gotta go!"

6:00pm — Cramped on the way to Melbourne
I should get one of those... hope our IT guy can hook me up...

7:00 pm — Landed in Melbourne
Nice sunnies... / Why is my signal not working....?

9:30 pm — Out on the town
"I say our next dive trip is the Maldives!" / "I'm still paying for my underwater camera!" / "Well you better start saving now!"

KEY TOUCH POINTS

1. Call centre: if he needs to understand a plan component or device feature, or when something goes wrong.

2. Website: for billing and to check out basic settings or new offers.

3. Store: if it's nearby and he's between meetings. He'll stop in to see the latest phones and understand how to upgrade or get a new handset.

Marco tends to use multiple touch points

He's impatient and wants to be treated as an individual.

He prefers to speak with someone with whom he can negotiate.

Marco would buy online if:

"I could pre-order and get the new device before everyone else."

"I felt like I was able to get the best deal for my needs."

"It was an easy and enjoyable experience."

ONLINE BEHAVIOURS

Always online

Seeking: Information & efficiencies

Seeking: Pleasure & entertainment

Online for specific tasks

Brendan

Marco

Nicole

ONLINE ACTIVITIES

Browses: SMH, Fin Review, Realestate.com, Domain and Flickr on a daily basis.

Buys: Music, tickets to the theatre and concerts, gifts and books. Marco also reserves and pays for flights, rental cars and accomodation online.

Manages: Marco manages his bank accounts and investments online. He pays most of his bills using Bpay or automatically using credit cards in order to get points. Marco will review his bill online if it's higher than expected. He updates his Flickr Pro account frequently.

Socialises: LinkedIn, Flickr and occassionaly, Facebook.

FAVOURITE SITES