

David wysocki

ITWP 2600

04/21/2025

Final project

Customer Persona: “A family man” – Robert Ray

1. Name:

Robert Ray

2. Demographics:

Age: 39

Gender: Male

Marital Status: Married

Children: 2 (ages 15 and 17)

Location: Macomb, mi

Education: Bachelor's degree

Occupation: Computer science

Income: \$115,000/year

3. Goals and Motivations:

He would love for his kids to play sports like he did growing up.

Looking for ways to improve their skill in sports.

He prefers shopping online.

Looking for coaching or training/ drills to help his kids improve.

4. Challenges :

Limited free time due to work and other work-related tasks.

Gets overwhelmed with how many coaching sites.

Dislikes non-USA made products.

Needs a coach that he can trust to help his kids become superstars.

5. Online Behavior:

He shops online at home when he's hanging out with the family.
Always looking for good deals, uses comparison website to find the best price
Will only buy quality goods
Watches YouTube tutorials and gear reviews to get a better idea of the product before buying.
Often buys sports equipment for his kids (they need the very best).

6. Purchasing Behavior:

Prefers websites with easy navigation and clear categories.
Buys monthly – gear, training aids, and video lessons.
Will pay more for items with strong reviews or expert endorsement.
He looks for bundles or seasonal discounts.

7. What They Value Most:

Quality USA built gear.
Trustworthy training coach with experience.
Responsive customer service and fast shipping.
Affordable and matching or beating prices.

8. Key Message:

" Everything you need to take your game to the next level—featuring up-to-date sporting equipment designed to match the latest in sports technology. As the game evolves, so does the gear, and athletes are always seeking the newest and best tools to stay ahead of the competition. Our facilities and offerings reflect that commitment, showcasing what we provide to support and uplift our local sports community. "