



Budget-Focused Suburban Parent

Reliable, practical, and deeply principled, people like this value tradition, close family ties, and steady consistency. They balance a supportive, community-first mindset with a need for personal space, looking for straightforward brands that respect their loyalty, privacy, and desire for simplicity.

Age: 42

Location: Suburban

Education: Associates,2-yr Degree

Income: Lower Mass Market

Role: Buyer

Region: US

Needs:

- Be dependable
- Be competent
- Be right

Nature:

- Very artistic

Orientation:

- Relationship-oriented

Decision-Making Process:

- Judicial, action-oriented
- Consultative
- Focuses on concrete, real-world data and application; uses senses to evaluate information

Group or Self?

- Self

Time Focus:

- Past



Personality Traits & Characteristics



Agreeableness



Openness



Impulse Control



Doing Vs. Thinking



Extroversion

Brands & Lifestyle Choices





Motivation:

- To keep up
- Learn

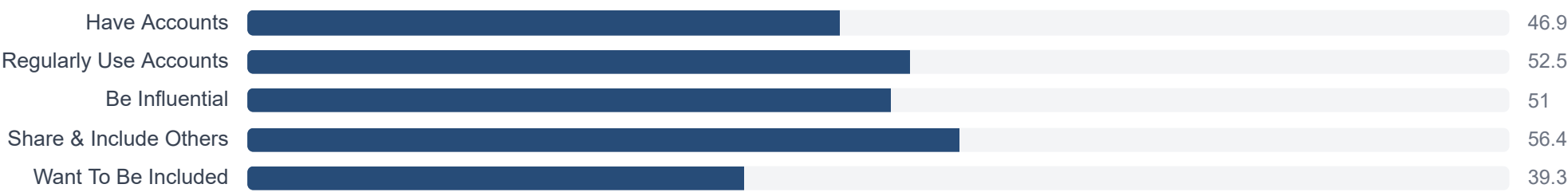
Connections:

- Type: Social/mutually beneficial
- Target: Friends and family

Orientation:

Self

Social Media Tendencies:



Relationship Interest:



Open To Interactions?

- Follow
- Like
- Comment
- Share

Favorite Activities:

1. Upload personal photos
2. Upload photos
3. Make positive comments

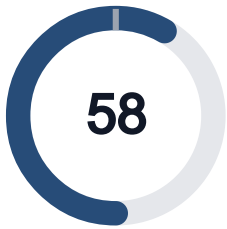


Primary Shopping Motivations:

- 1. Practicality/Need To
- 2. To Socialize/Connect With Friends
- 3. To Enjoy The Experience

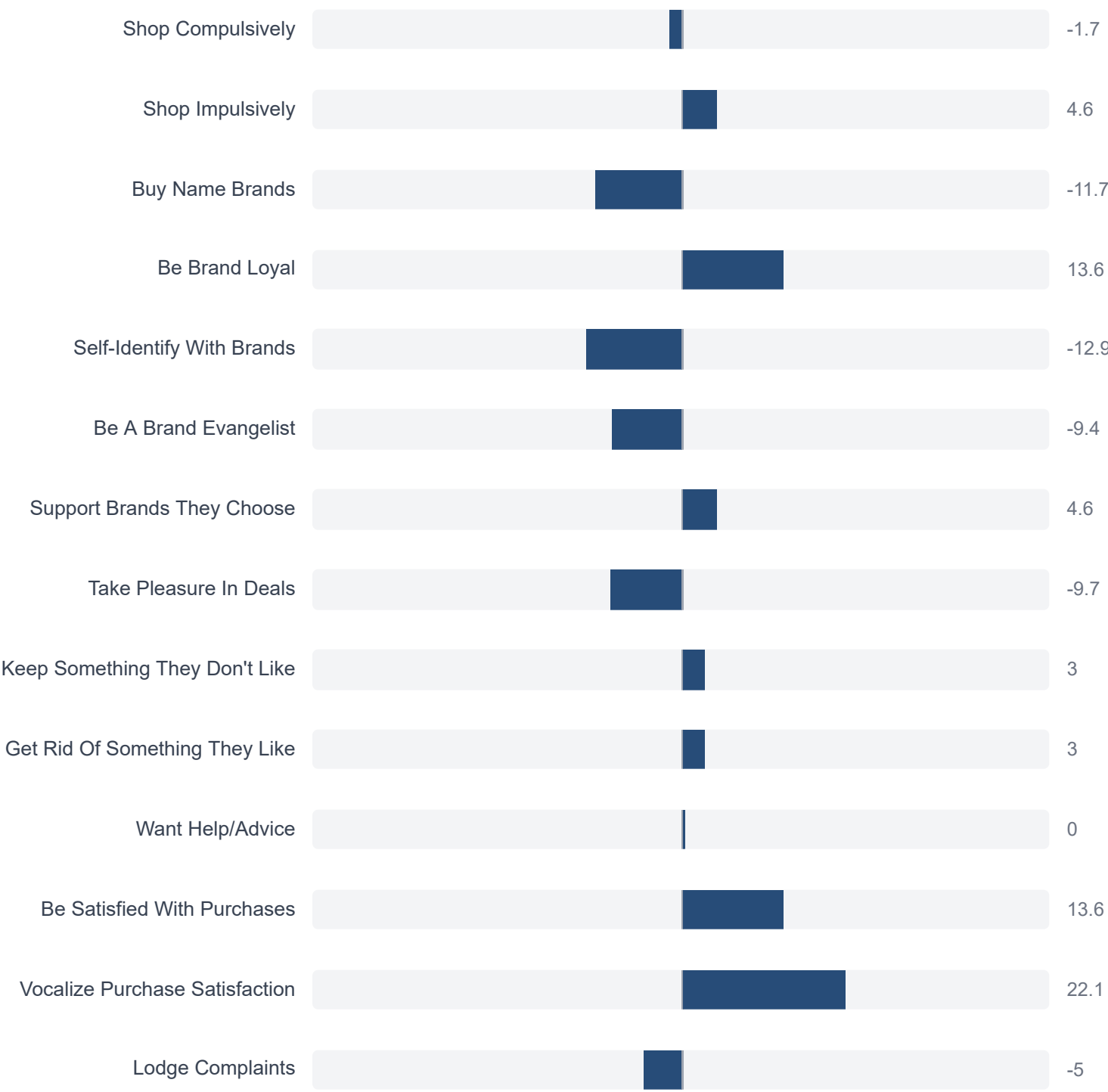


Tendency To Make Hedonic Purchases



Tendency To Make Utilitarian Purchases

More Or Less Likely Than Average To:



Less likely ← 0 → more likely than average

Looking For:

- Value
- Only Style/Design/Aesthetics
- Cost





Voice:

Friend

Tone:

Sincere

Competent

Rugged

Story Arcs:



Messaging

Highlight:

- Superiority Of Features

Quote/Reference:

- Feature Experts

Focus On:

- Popular Features

Key Product/Service Question Content Should Answer:

- Is it good?

Proof Points:

1. Safe & Effective
2. Being "In Style" (Not Cutting Edge, But Trending)
3. Prestige/Statement

Grammar & Punctuation:

- Precise, specific

Use Emojis?

- Yes

Use FOMO?

No FOMO





Content Creation

Subject Line Hierarchy:

- 1. Pain Relief
- 2. Name-Check Voices Of Authority
- 3. Tradition/Withstands The Test Of Time
- 4. Fast, Easy Pain Relief
- 5. Fun/Entertainment

Nurturing Sequence:

1

Share category-related links from influencers to get likes, shares and comments

2

Share and comment on posts from thought-leaders that mention competitors.

3

Post quotes and/or video clips from influencers that help demonstrate the overall superiority of key features.

4

Share an open-ended invitation to come to a category-related exhibit.

5

Share interviews that highlight pros, but not cons, and feature actual customers}.

6

Send a personalized invitation to a people-oriented VIP event at an upcoming industry conference with a transformational theme.

7

Share interviews that play up the emotional aspects of product/service use.

Keyword Usage:





Awareness

Owner

Mkt.

KPIs

- Site Traffic
- Ad Impressions
- Keyword Searches
- Inbound Links
- Fans
- Followers
- Cold Open Rates

Buyer Questions

- Do I have a problem I need to solve?
- Is there something I want? Or see that others have?

Suggested Content

- Ads
- Blog Posts
- Everyday Narratives
- Memes
- Multi-Part Content Series
- News
- Newsletters
- Observations
- Paid Search
- Personal Stories/Anecdotes





Interest

Owner

- Mkt.
- Sales

KPIs

- Page Views (Product)
- Bounce Rates
- Time-On-Site
- Click-Through Rates
- Likes
- Shares
- Follows
- Opt Ins
- Demos (Virtual or IRL)

Buyer Questions

- What products or services exist to satisfy my need or solve my problem?
- How do others satisfy this need or solve this problem?
- What will happen if I satisfy my need or solve my problem?
- Are there a lot of choices? Or are options more limited?

Suggested Content

- Academic Studies
- Buying Guides
- Competitive Analyses
- Critic Reviews
- Demos/product in action
- Ebooks
- Free-Download Ebooks
- Galas/Social Gatherings
- Hacks & Insider Perspectives
- How Tos...





Consideration

Owner

- Mkt.
- Sales

KPIs

- Page Views (Product)
- Page Views (Process)
- Page Views (Use Cases)
- Page Views (Pricing)
- Page Views (FAQ)
- Bounce Rates
- Time-On-Site
- Click-Through Rates
- Shares
- Opt Ins
- Re-targeting
- Demos (Virtual or IRL)

Buyer Questions

- Which options do I like?
- Which brands do I like?
- Which brands do I trust?
- What are the features and benefits of each brand?
- What do others say about these brands?
- Which brands can I see myself using?
- What is the cost?

Suggested Content

- Assessments
- Benchmark Reports
- Blog Posts
- Explainer Videos
- Faqs
- Galas/Social Gatherings
- Landing Pages
- Memes
- Multi-Part Content Series
- Newsletters





Decision

Owner

- Sales
- Mkt.
- CS

KPIs

- Purchase Orders
- Invoices
- Sales

Buyer Questions

- Which brand do I choose?
- What are the return policies and warranties?
- Can I customize any features to better fit my needs?
- What is the support like after purchase?
- How quickly can I get the brand's product or start its service?

Suggested Content

- Benchmark Reports
- Comparisons
- Demos/product in action
- Ebooks
- Explainer Videos
- Faqs
- Free-Download Ebooks
- Galas/Social Gatherings
- Landing Pages
- Medium/Long-Form Articles





Retention

Owner

- CS
- Mkt.
- Sales

KPIs

- Usage (Volume)
- Frequency
- Churn
- Upsells
- Page Views (How Tos)
- Learning Center
- etc.)
- Page Views (Product Upgrades)
- Click-Through Rates
- Shares
- Referrals

Buyer Questions

- How do I get the most out of this purchase?
- Who do I contact for support if something goes wrong?
- Are there updates or upgrades available?
- What additional products or services does the company offer?
- How does the company reward loyalty or long-term customers?

Suggested Content

- Announcements
- Best Practices Emails
- Contests
- Faqs
- Help Desk Notifications
- How Tos...
- Loyalty Offers
- Masterclasseses
- Performance Reports
- Satisfaction Surveys

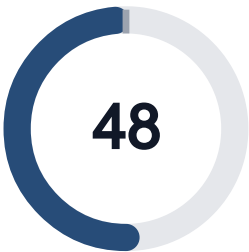




Preferred Brand Qualities



Active



Emotional



Innovative



Traditional



Honest

Jungian Brand Archetypes

1. Innocent

Family:

- Freedom



Description:

- Innocent brands are all about helping people find joy and happiness in the moment

Related Values:

- Faith, optimism and always doing the right thing

Colors:



2. Caregiver

Family:

- Order



Description:

- Caregiver brands are all about protecting the people you love from harm

Related Values:

- Compassion, devotion, empathy and altruism

Colors:



3. Lover

Family:

- Social



Description:

- Lover brands are all about intimate connections and measured self-indulgence

Related Values:

- Intimacy, self-acceptance and self-indulgence

Colors:





Behavioral Tendencies

More Or Less Likely Than Average To:



Less Likely ← 0 → More Likely Than Average





THINKS/FEELS

Trusts:

- Impulses

Seeks:

- Stimulation

Prizes:

- Generosity

SAYS/DOES

Actions Influenced By:

- Soul-searching and careful deliberation
- Impact on people

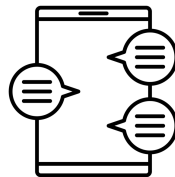
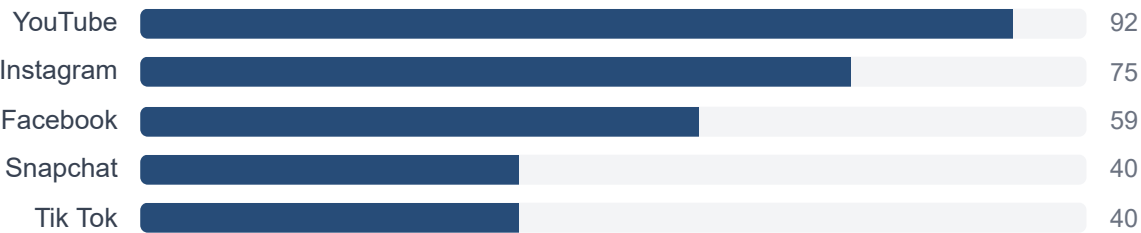
True North:

- Dependability

INFORMATION SOURCES



SOCIAL MEDIA USAGE



Sources: Deloitte Digital Media Trends, Pew Research



Millennial

Snapshot:

- "Book smart and savvy", "Fun first, hard work second"

Generational Label:

- Confident

Familial Orientation:

- Close to parents

Attitude Towards Technology:

- Digital natives

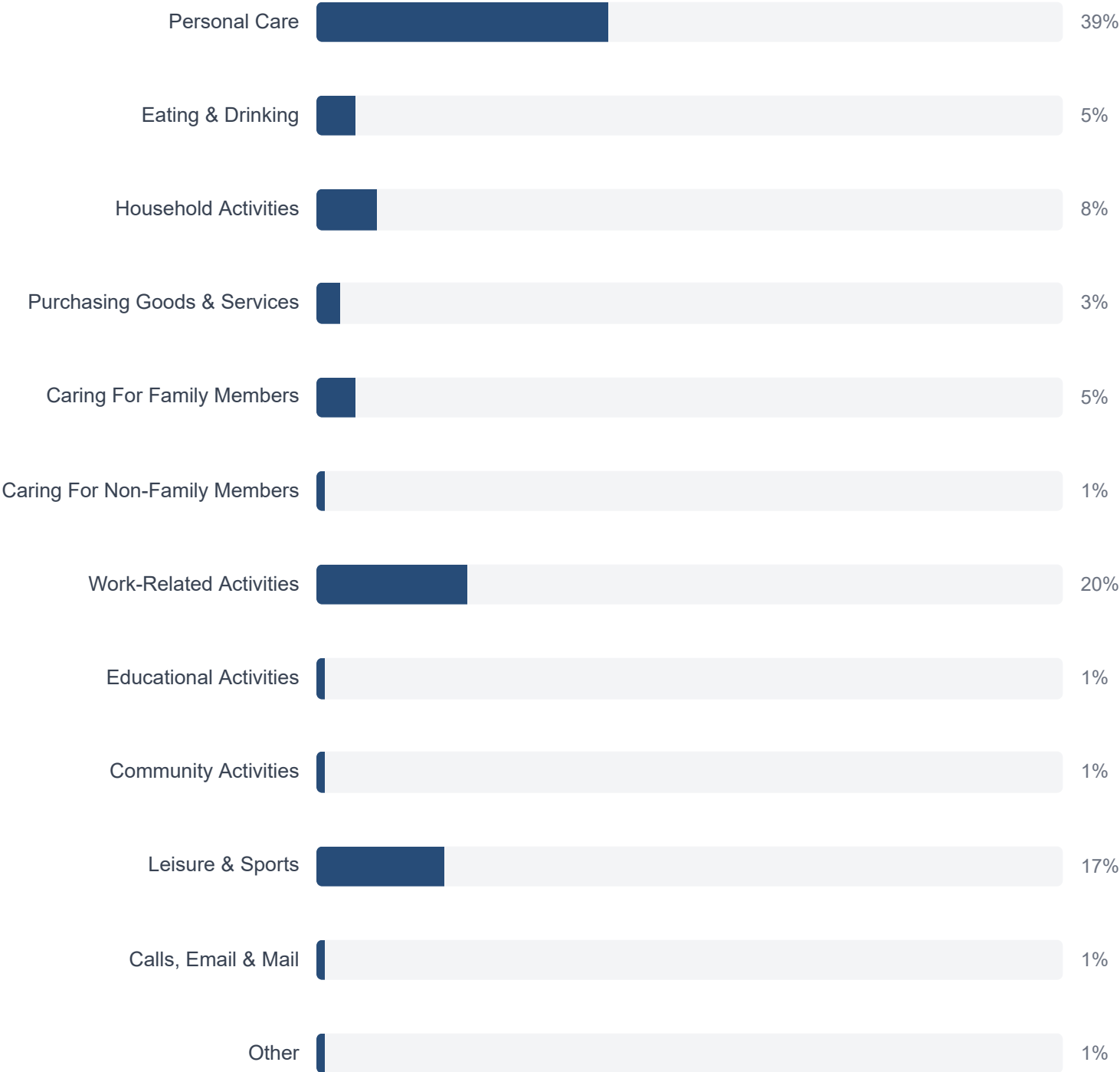
Communicates Via:

- Text/social platform

Aspiration:

- Freedom and flexibility

Time Use:



Source: Census Bureau

Cohort:

35 to 44 years





UIUX Profile

User Summary:

- Users like this dive deep into information using visuals like charts and graphs. They like breaking down information into parts but use pictures to help do this. They are very thorough and like to compare and explore visual data. However, they still look for small visual hints in the pictures to make sense of things and make decisions.

Generational Considerations:

- Less important to grab attention quickly
- Looks at similarities and differences, processes visual, spatial and pictorial information most efficiently
- Just wants top hits
- Needs summary, most relevant information
- Include links if referrals/redirects are important, otherwise use caution
- Prefers images
- Processes visual, spatial and pictorial information most efficiently

Design Systems:

- Can be more distinct, independent

Concrete Or Conceptual Framework?

- Conceptual

Foundational Theme:

Conceptual





Interaction Style:

- Passive
- Watch and Learn
- Waits for Things To Happen

Interactivity?

- Less appealing

UI Needs:



Beauty/Aesthetics



Consistency



Clarity

Site Map Structure:

- Conceptual

List Structure:

- By relevance

Display Query Results As:

- Thumbnails

Pop Ups?

- Not until exit; otherwise, will distract

Videos?

- Opt in

Interactions & User Guides:

- Prefers exercises and tutorials to examples and instructions

Wants To Know:

- How do I do specific things?





Key Behaviors:

- Sees the parts that make up the whole as a collection of mini-experiences
- Slow to absorb new information

Self-Exploration?

- Less likely to explore

UX Needs:



User Control



Efficiency

Learns Through:

- Concrete experience

Learns By:

- Connecting patterns

Search Process:

- Specific to general (bottom-up)

Blind Spot:

- Sees the trees, not the forest

Feedback:

- Very low need





Product Development

Best Practices For Focus Groups:

- Discuss current state and problems with current state in a group setting

Grouping (A, B or C):

B

Likely To Participate?

- Probably has a lot going on at once

Preferred Product Qualities & Capabilities:

Empathy and Helping Others

Products designed with empathy encourage positive social impact and user well-being. By facilitating helping others, a product can empower users to make a difference, enhancing its emotional and social value.

Authenticity and Morality

Users increasingly seek products from brands that demonstrate ethical practices and authenticity. Products that align with moral values and transparent operations build trust and positive brand perception.

Flexibility and Adaptability

Products that can adjust to various user needs or contexts without compromising functionality appeal to a wider audience. This adaptability ensures the product remains relevant and useful as the user’s lifestyle or preferences evolve.

Support for Personal Growth

Products that facilitate learning, development, or the pursuit of passions cater to the user’s desire for self-improvement. Supporting personal growth can turn a product into an essential part of the user’s daily routine or long-term goals.

Durability and Reliability

A product that users can depend on builds trust and loyalty. Durability ensures the product withstands everyday use, while reliability means it consistently performs as expected, enhancing user satisfaction.

Adoption Curve Tendency:

- Early- to late-majority, laggard

