User Personas

Walt

Local Automobile Mechanic

"I have worked in automobile repair for most of my adult life and staying on top of new and changing digital diagnostics and government regulation is about all I have time to keep up with if I am to get my repair work done."

62 year old automobile mechanic of 40+ years has to limit new customers due to being overwhelmed with taking care of his existing customers. He believes in honest business and doing what is right for the customer.

Demographics

Annual Income 75 – 100 K

Is a married man since age 28, children are on their own. Born and raised in Sacramento.

A homeowner.

She has two automobiles and a motorcycle.

Uses smart phone as well as a variety of software and online resources for finding parts and resolving digital diagnostic issues.

Considerations

Needs
New website showing with more description of what kinds of vehicles he will or will not service. Would like clear statement of his hourly rate. Wants to provide resources for customer DIY self-help to be available on his website.

Problems
The one page website he now has does not provide enough detail and the web service he originally used is no longer in business. He is not able to both take care of both customer calls with questions and existing shop work needing to be done. Prefers to help people help themselves get answers through website information and resources.

Concerns
Wants to help each and every customer but does not have the time and resources to take care of everyone.

Solutions

Show examples of multiple page website layout options.

Offer solutions for linking and display of tips and tutorials on DIY automotive repair.

Provide links to specific manufactures so that customers can locate parts themselves.

Provided PDF downloads of tutorials for certain DIY repair tasks.

Provide referral links pointing to service and repair providers of vehicles he does not service.