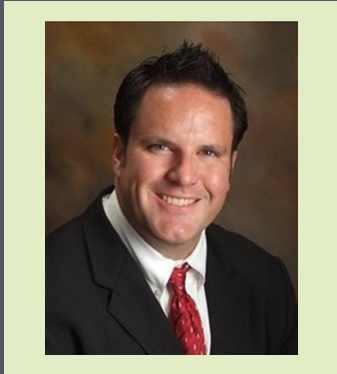


B U S I N E S S O W N E R

JAKE SUMMERS

"I need a smooth no fuss transaction with professionalism and quality work."



HABITS



S C E N A R I O S

Quick turn around

Jake wants a whole fleet of his equipment done in a specific time frame. He wants a piece of equipment of the yard no longer than two days and done. He is looking to get answers on a time frame on each piece of equipment and if it can be done on location.

Reassurance

He wants to know business will be done in a timely fashion and what he needs to provide so things can go smoothly. Does he need to provide paint equipment, paint, etc.? How big is the crew that will be working on his equipment.

Convenience

He wants to go into a few websites, including Full Spectrum Coatings, get quick answers and be able to schedule an estimate quickly online.

G O A L S

To have all the information available on the website and to be able to correspond with quick convenience.

Needs to know qualifications of company and if it will be done smart with know how.

To find out if the work can be done at his business and if a fleet of equipment can be scheduled in one block of time.

F R U S T R A T I O N S

"I need to be able to make quick contact without going through a process to get my questions answered."

"I want to be able to look on the website quickly and have 75% of my questions answered."

"I can't find out how this company compares to other companies that do the same business."

A T T R I B U T E S

Jake, 40 years old, experienced business owner. Jake is a successful business owner that is looking to add contractors to his database. He is very busy and wants to know that Full Spectrum can fully work without getting him involved. He needs quick, professional and no hassle service.

EQUIPMENT MANAGER

MANUEL CORDOVA

"I want to know how the painting process is done and to have easy contact."



HABITS



SCENARIOS

Quality for Money

Manuel needs to stay in certain budget restrictions but needs to maintain the life of the company equipment. He wants to be able to get a feel for how well the service helps the equipment last in comparison to other companies.

Reassurance

Manuel needs to find a new vender to take over wear and tear maintenance of the company machines and wants to know what the painting process is in order to do a comparison as to what other companies include in their services.

Convenience

Would like to be able to ask questions online to multiple companies at a time so as to make a checklist of which company to meet with.

GOALS

Wants to know that this is a worthwhile endeavor for his investment.

Wants information that he can use to compare to other companies such as quality of work done and how it is done.

FRUSTRATIONS

"I need to find how this company rates in comparison to the work of other and how long it has been around."

"Would like to find out how happy others were with the painting done to their equipment."

"How is this buiness process different than any others I have looked at?"

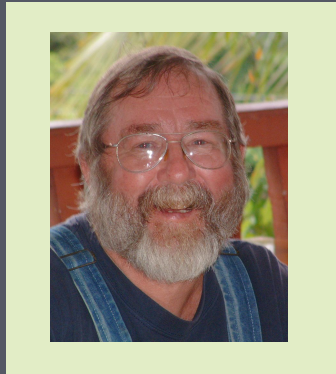
ATTRIBUTES

Manuel, 42 years old, mid-range management. Manuel is looking for quality work that can be done right the first time. He needs to be able to save his company money and make it more profitable and needs to know other companies were satisfied with services rendered.

F A R M E R

CHUCK LONG

"I want to look at the detail of past work done and know who I'm dealing with."



HABITS



S C E N A R I O S

Reassurance

Chuck wants to know the facts about what to expect when getting services rendered. He would like to know what has been the experience of other customers such as quality, amount of time spent and professionalism.

Quality

Chuck wants to avoid the mistakes of the past in hiring workers that didn't provide quality work that can last a couple of years. He is looking to see an assortment of past work done and what machines have been worked on in Full Spectrum.

Easy of information

Chuck rather do the old school way by talking face-to-face about business transactions, so to look at a website isn't really his forte. He wants to be able to take his time and have the ability to look closely at the work portfolio of Full Spectrum Coatings. He wants to be able to find easy access to contact information and have a phone number at his disposal.

G O A L S

To see pictures of past work done for other companies.

Wants to get contact information to talk one on one with business owner.

Wants to know what is included in the painting process and an overview of the company.

F R U S T R A T I O N S

"Where is the business owners qualifications and are there testimonials?"

"I just want to find the contact information and talk directly to the manager."

"How do I zoom in to take a better look of the pictures?"

"In the portfolio section, what did the equipment look like before it was painted?"

A T T R I B U T E S

Chuck, 64 years old, family farmer. Chuck has six pieces of equipment that he knows need repainting to lengthen their life. He has hired others in the past and wasn't too happy with the results. He is a hands on guy and doesn't work with computers much. He would like to find quick contact information to handle things over the phone and then meet in person.