

Families 78 %			Students	
Everyone in our family has different need	ddress	erlap with other segments (i.e.	"I may have a limited budget but I want a decent loan"	:
Persona – Keeley	Persona – Annie	Persona – Jim	Persona – Heidi	
Keeley Age: 22 Location: Newcastle Single mother of 3	Age: 14 Age: 14 Location: Cxford Daughter (in middle-class family)	Jim Age:34 Location: Macclesfield Dad with 2 teenage children. Works as middle management with a retail company on a mid level solary	Heidi Age: 18 Location: Southampton 1 st year student	
Likes / Behaviours	Likes / Behaviours	Likes / Behaviours	Likes / Behaviours	Likes
"My 3-children keep me pretty busy but when I do hove some a little down time I like to spend that with my friends. I like to use social media such as Facebook or Twitter to keep in contact with other people as its not very often I get au. I cant afford broadband internet or a landline so my mobile phane is so important to me,	"Image is everything to me. I need to look good in front of my friends so its only the latest lphones for me. Im constantly on my phone, whether that's texting through whatsapp or using social media to keep up to date with whats going an. I don't really worry about my usage as I rely on mum and dad picking up the bill at the end of	"Family is everything to me. Other than work my life evolves around the children. Being a "Dad tax" and chalfeuring his son and doughter to various evening training closses. I value simplicity as life is hetcic, so anything that allows me to easily track whats going on and not get those nasty unexpected bills. All members of the family have a mable phone	" and T pipeloid 132 years student, i strangeling pertaining our of head and yea I do like a night our with firends. I currently like in the head to relationers at the U to so i party much spand my dy any behavior in focures, succidationing with firends or an my party contranse multitude I statuly as fire grain with my phone contracts scals as dispelly such my exert. In a loss an and phongampher and like to take pick with aboth with my common and my phone. I succidation and the provided to instagram or Facebook stratight arows a loss are areful your guarantian for the succession of the pick of the succession of the facebook stratight arows a loss are areful your guarantian areful your of the succession of the pick of the succession of the pick on the succession of the pick of the succession of the pick of the succession of the succession of the pick of the succession of the pick of the succession of the succession of the succession of the pick of the succession of the pick of the succession of the succession of the pick of the pick of the succession of the pick of th	" Im spending on the move. lucky break w Im taking lats graduate pos
although I have been through 3 handsets in the last year due to the kids breaking them" Needs	the month." Needs	under my contract and I purchase a Family bundle so we can share out the data etc." Needs	Facebook straight away so data in really important to me." Needs	When im not on Saturday" Need
Value Data Cheap handsets	Availability Fashion / Style / Image / Brand Security	Data Sharing Multi-Handet options Iunits	Budgering Student discounts Free stiff	Coverag Data Unlimit Tetheri Cheap 1
30 day rolling contracts/ PAYG options / Sim only Discounts	Data – access to apps / social media	Device buy back scheme Account Tracking	Data Rolling.Contracts Comera	Cheap 1
	Professionals		Customer	Agent
'ork never buys the products I want to u	• Work Full 1	Time (37.5+ hrs per week) dy have a work issued high end device that they use	Customer	
ork never buys the products I want to u Persona – Alex	• Work Full 7 • May alread	Time (37.5+ hrs per week) of Population		• Inv • Re
	• Work Full 1 • May alread	Time (37.5+ hrs per week) dy have a work issued high end device that they use	"I'm responsible for getting the products to the customers"	• Inv • Re
Persona – Alex Alex Age: 40 Location: London	• Work Full 1 • May alread	Time (37.5+ hrs per week) by have a work issued high end device that they use ona – Dom Age: 31 Location: Cardiff Graphic designer for a small company that works with larger organisations	"I'm responsible for getting the products to the customers" Persona – Kevin Image: Stress of the customers Image: Stress of th	• Im • Re • Wi
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