

Persona: Senior Engineer

How would they describe themselves?

Open minded, data driven thinker, analytical, curious, task and goal-oriented

What does your persona value most?*

They value suppliers that are problem solvers who are development minded and are process capable.

What are their goals? What are they trying to accomplish?*

Improve quality and efficiency, cost controls

What are their Problems? Challenges? Issues?*

Time, testing, validation, quality control, eliminate road blocks (improve efficiency)

Where do they go for information?

Online, search engines, vendors, colleagues

What keyword phrases would they use in Google?*

conveyor belt systems
conveyor belts
conveyor belt repair
conveyor belt tracking
how to track a conveyor belt
conveyor belt distributor
food conveyor belt
food grade conveyor belt

incline conveyor belt
replacement conveyor belts
replacement conveyor belt
conveyor belt tracking problems
conveyor belt food
conveyor belt distributors
conveyor belt tracking guide

* create marketing content around these issues



Age

40-55

Job/Role

Engineering, Development

Seniority Level:

Senior-Level, Decision Maker

Technology Usage

Web



Software



Mobile Apps



Social Networks

