

Primary Persona (Dave)

Dave is the executive VP of one of our clients. He's a "user" in nGage.

Dave Weckl (53, divorced, 3 kids, Boston, originally from UK)



Quote: "I don't ask for much, spoil me with consistency."

Profession: Executive Vice President (\$220K/yr)

Personal Background: Executive and investor with over 25 years of experience. A Fortune500 company acquired his company. He continues to lead his new team since 2007. Has 3 kids aged (20), (16) and (12). Enjoys soccer a lot. Loves exploring new cultures. He loves playing tennis too, but had to quit due to an arm injury.

Goals: Allocating more time to a promising startup company that he's an angel investor in. His goal is to make it profitable in the next years so that it may be acquired by an industry giant. His personal goal is to live a full life. He wants to travel all over the world and possibly revisit some places he went to in his late 20s.

Wants and Needs: Dislikes surprises. Has a clear vision of what he wants from any product: Simplicity, consistency, and aesthetic value.

Internet Profile: Uses mobile phone more often than his desktop. He streams soccer games from his laptop to the TV, uses Chromecast.

Favorite Sites: Google, BrainHQ, BBC, Yahoo Finance, ESPN

Technological Profile: iPhone7, iPad, Apple Watch, MacPro

History with ePath LMSs: He used ASAP for many years. He's looking for an LMS not only for his company but also for his startup. He's wondering if nGage would be ideal for his needs.

Physical Issues: He has numbness in his fingertips due to Carpal Tunnel Syndrome.

Psychological Issues: Dementia runs in the family, and Steve is concerned he may have persistent memory loss in the future. He feels depressed whenever his short-term memory fails him.