



Oliver Walker
63 yrs
Metro, Baby Boomer

MULTI-GOAL CONVERTER

9% of total users

“ I am focused on navigating through the process of acquiring an annual license and accessing the document library to enhance my boating experience. ”



PROFILE INFORMATION

Summary: Oliver Walker, aged 63, is an Operations Manager residing in Evesham, England. He works for Boldfort Ltd in the construction industry and has a keen interest in boating and water sports.

Personal aspirations: Oliver aspires to explore new boating destinations, improve his skills in water sports, and contribute to the preservation of natural waterways through responsible boating practices.

BUYING BEHAVIOR

Factors influencing purchase decisions: Positive reviews and recommendations from other boaters, the relevance and accuracy of the information provided in the document library, and the ease of obtaining the annual license.

Triggers: Notification of upcoming events or changes in regulations, a reminder of the benefits of having an annual license, and access to exclusive content or discounts.

PSYCHOLOGICAL DRIVERS

Goals: To obtain an annual license for boating on the River Avon and access the document library for essential information and updates to enhance his boating experience.

Motivations: Oliver is motivated by his love for water sports and boating, seeking to explore new destinations and enjoy quality time on the water with his family.

Key needs: Access to clear and concise information on annual licenses, a user-friendly interface for the document library, and timely updates on regulations and river conditions.

KEY OBSTACLES

Core challenges: Navigating the process of acquiring the annual license and finding relevant information in the document library amidst the vast amount of content available.

Day-to-day pain points: Difficulty in keeping up with changes in regulations, missing out on key updates or opportunities due to lack of information.

Perceived barriers: Perception of complexity in the licensing process and uncertainty about the value of the document library in enhancing the boating experience.

WORK

Operations Manager
Boldfort Ltd
Construction
Income: GBP 60,000

LIFESTYLE

Married
2 kids

Owns house

Boat

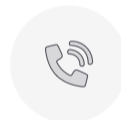
COMMUNICATION



In person



Email



Phone



Chat

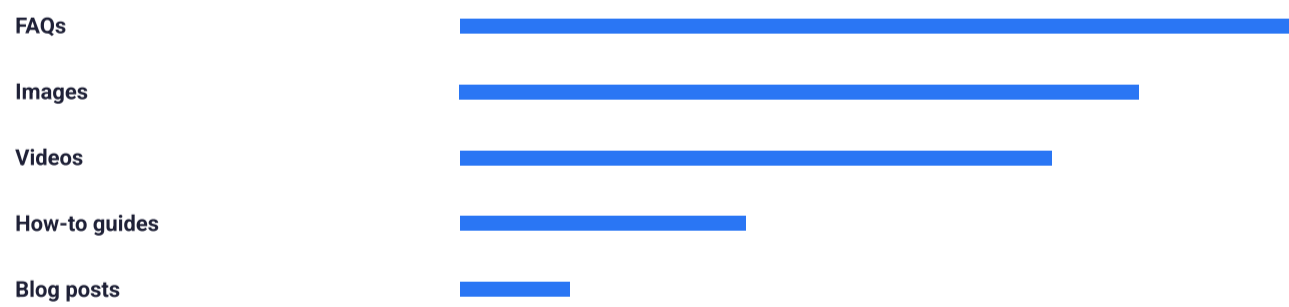


Social



Messaging

CONTENT TYPES



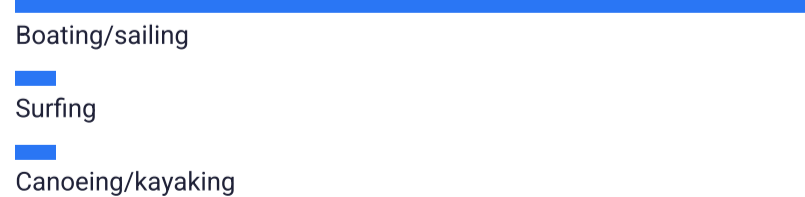
PREFERENCES



Television/Radio



Sports



Travel



PRODUCTS

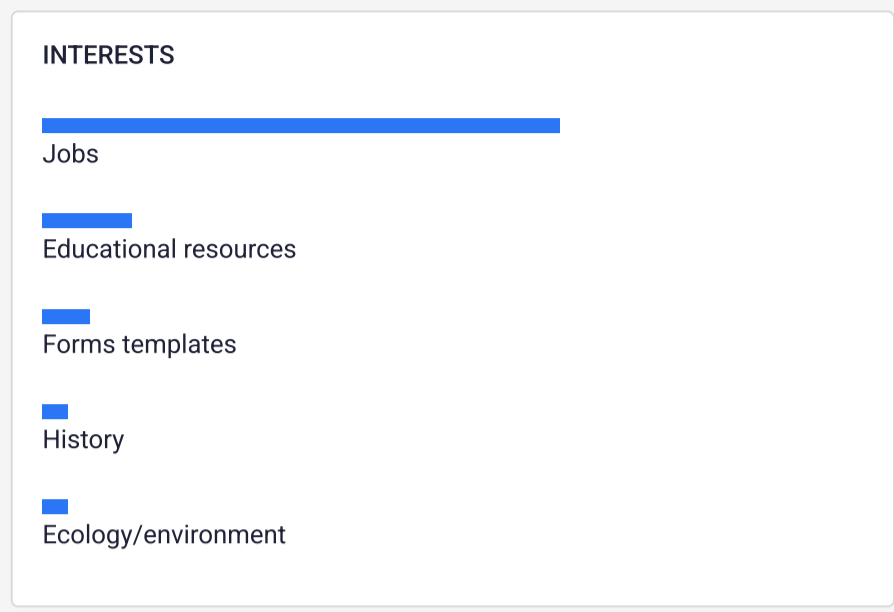
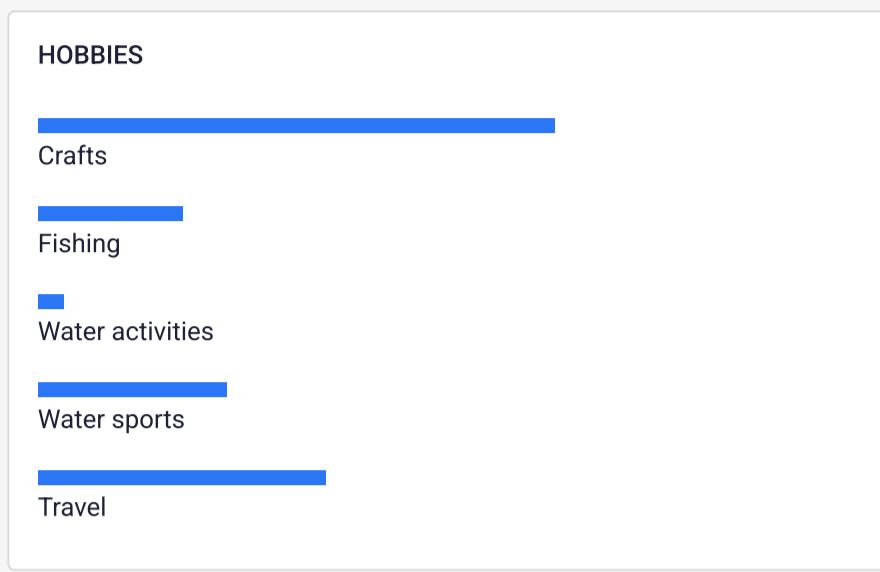
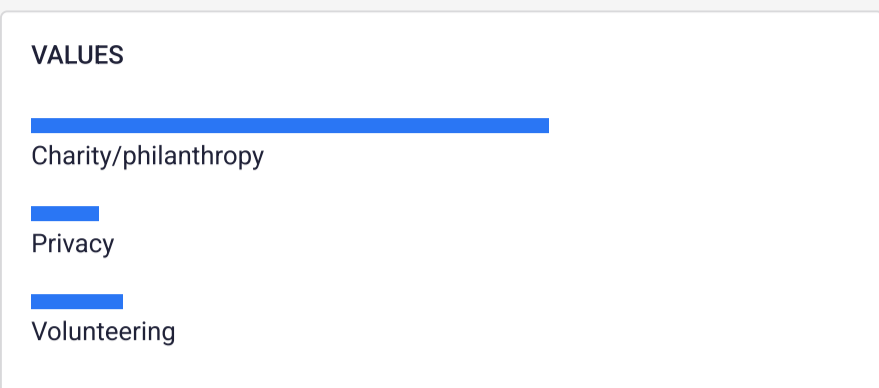
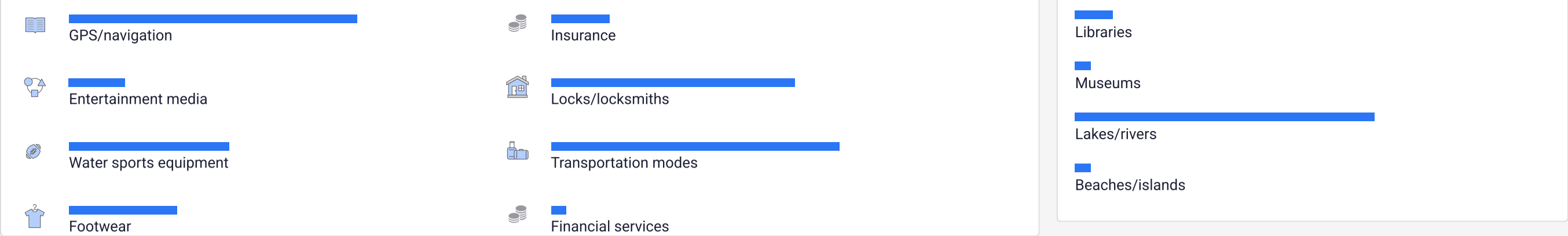
Cameras

SERVICES

Vehicle licensing/registration

PLACES LIKELY TO VISIT

Conferences



OLIVER'S LIKELY INTERACTIONS WITH YOUR WEBSITE

