

Occupation:

Restaurant Manager

Location:

Los Angeles, CA

Age:

Millenial

Gender:

Female

Behavior:

The curious extrovert enjoys being around people, learning new things and pushing herself out of her comfort zones. She is recently interested in learning more about sales in Tech.

Scenario:

The curious extrovert lost her job as a restaurant manager due to Covid. She has spent the last few months doing research about new industries where she can apply her skills and potential. She came across information about SaaS sales and is now looking for ways to learn more about the topic from a reputable place.

Pain Points

- Can't stand to see lost value/opportunity.
- Wary of online services, has been scammed before.



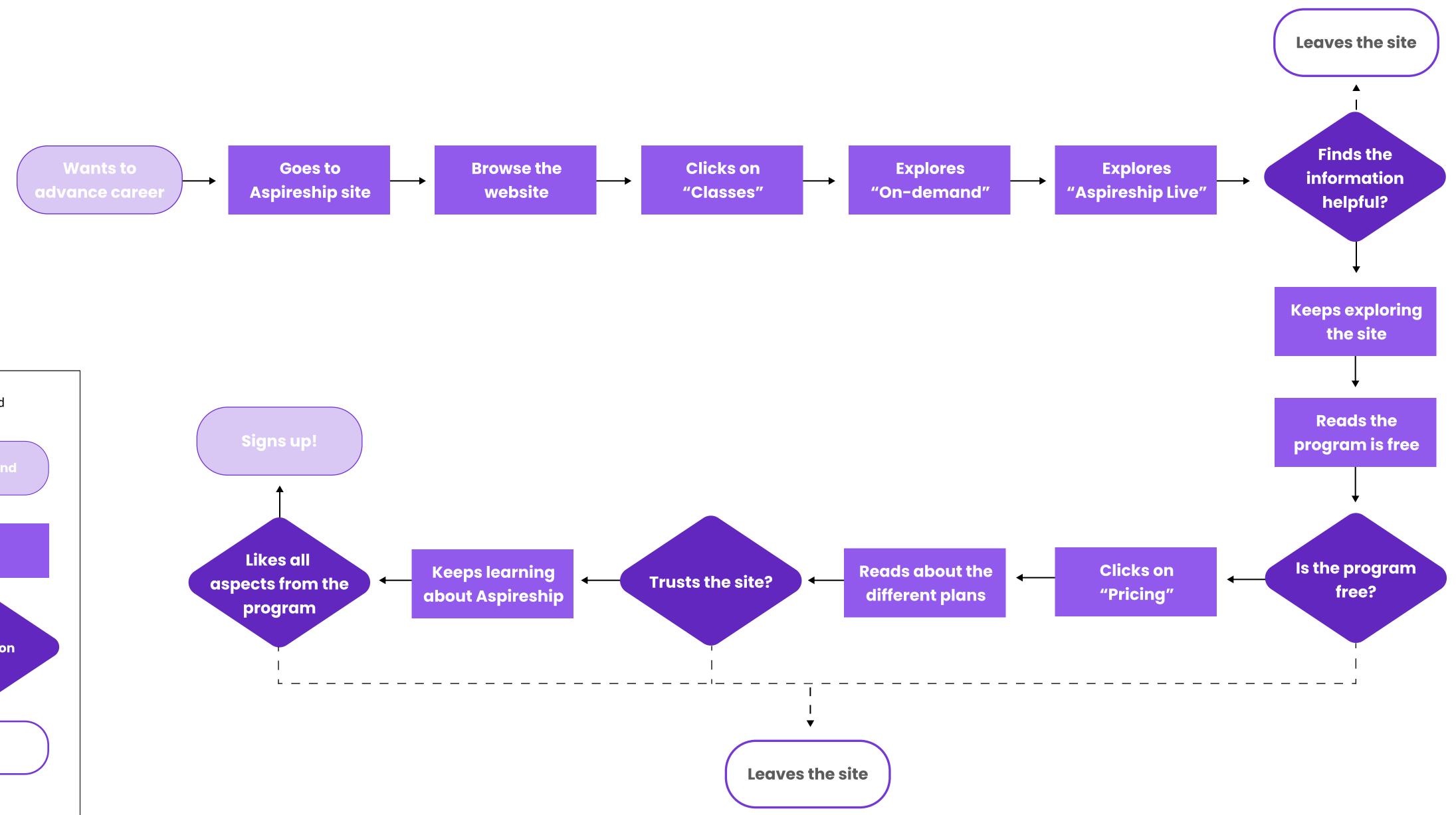
Goals and Needs

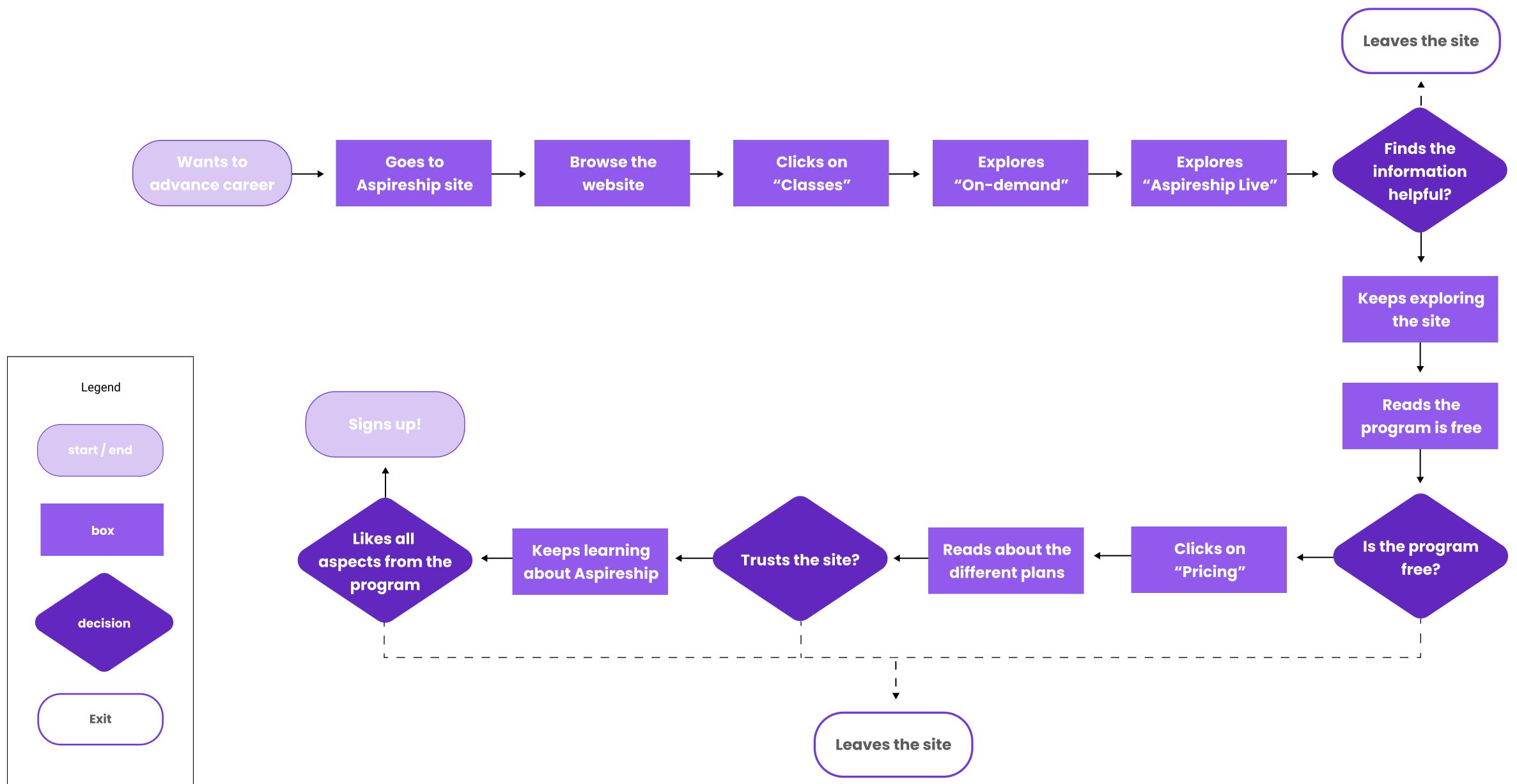
- To get training from a credible source in tech sales
- To gain real life experience.
- To find an affordable program.















The Curious Extrovert

Looking for a way to start a new career.

User Expectations

- Understand what the course offers.
- Validate it's a credible company.
- Get a job successfully. \bullet

NAVIGATE	UN
1. Goes to site	5. See
2. SaaS is what they want to learn, not sure if Aspireship offers it.	6. Not incl day
 3. Skims high-level information. 4.About to leave site 	7. Trie car syll
Is this education or recruiting?	
FI FI	ree if I graa n 30 days? see who offered

Opportunities:

- Create clear understanding on site.
- Clear up categories/sub-categories.
- Emphasis job placement services.

NDERSTANDING	WHAT'S THE CATCH?	LEAVES SITE
es 30 days-free! ot sure what is cluded in the 30 iys. es to find out more, n't find class llabus.	8. Wants to know how the class is free.9. Doesn't believe it is really free.	 10. Unsure what time commitment is required. 11. Skeptical of business model 12. Leaves site.
Why does it pricing to aduate s? Let's at's ed.		

Internal:

- Summary of what's in the traning course.
- Info under about rather than re-directing to Linkedin.

