

Sam, the Supplier



Characteristics

- Age: 42
- Comfortable on a computer
- Uses a smart phone
- Very web savvy
- Organized
- Relies on email and other tools

Goals

- Find upcoming FWP contracts that contractors will be bidding on.
- Find out:
 1. who the contractors are
 2. what materials they need
 3. how to contact the contractors
- Take that information and contact the contractors to sell them materials.
- Wants to get into the website, get what he needs, and get out.
- Wants tools that are fast and easy.

Emotions

- Time is money. Needs to find the info quickly.
- Wants to find all the info in one place so he can work quickly.