

# Rebel Motor Company Personas & Scenarios

PRESENTED BY:

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## What are Personas & Scenarios?

Personas are fictional people, purpose-built from factual data including customer and market segments, usage statistics and interviews.

Each persona is developed in the context of scenarios that describe what each would experience today, including goals, fears, pain points, and key information needs. Along the way are notations on what would improve the current state for these defined users.

### Benefit of this activity:

We are all users, therefore personal opinion can leak into decision-making when creating experiences. Personas keep a team focused on a common goal and free of personal bias.

### Limits of this activity:

These personas are not meant to be an exhaustive set of **Rebel Motor Company's (RMC)** website users or target audience, but instead are used to clarify and refine our thinking when it comes to making decisions about structural design on the site.

### Sources for Rebel Motor Company's Personas:

- RMC Stakeholder Interviews
- 15 Contextual Inquiry Sessions
- Analytics Review
- As Is Site Review

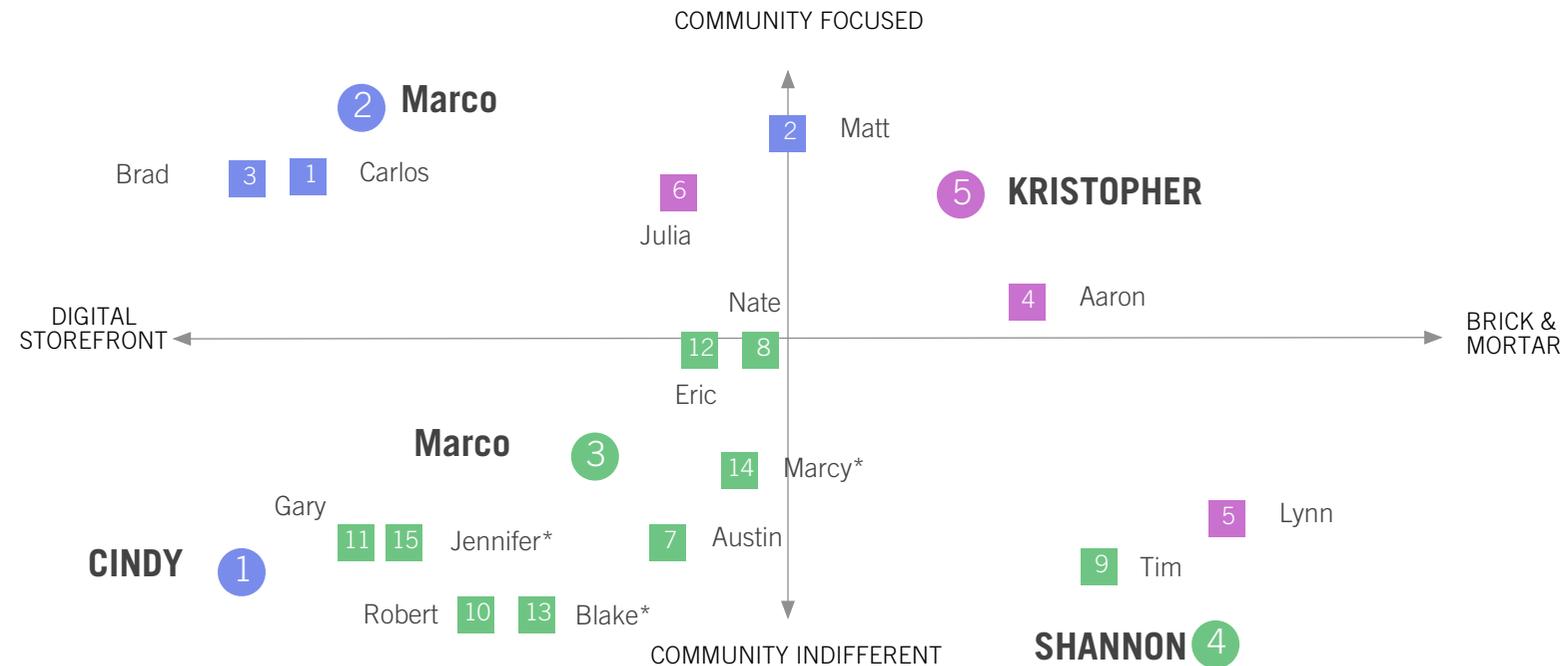
### What we know

The chart above represents all user research and interviews, as well as all personas created in this document.

The purpose of this representation is to show the spectrum of users to which the RMC website must appeal.

Based on our research, we know that Partners, Clients, Associates & Recruits can fall anywhere on the range of these two continuums.

This set of personas cover all four quadrants



### User Interviews

CONSIDERERS	OWNERS	ONLINE CONQUESTS	
1 Carlos	4 Aaron	7 Austin	12 Eric
2 Matt	5 Lynn	8 Nate	13 Blake*
3 Brad	6 Julia	9 Tim	14 Marcy*
		10 Robert	15 Jennifer*
		11 Gary	

\* PURCHASED ITEM \$10,000+ ITEM ONLINE

### Personas

CONSIDERER
1 Cindy
2 Marco
ONLINE CONQUESTS
3 Marco
4 Shannon
OWNER
5 Kristopher

# Table of Contents

## Cindy: Competitive Owner/Considerer

	Find a person like me	Customize for my family	Overcome fear
	"My co-worker has had a great experience with Rebel Motor Company, but I want to be sure that other's like me are equally happy."	"I need an environmentally friendly vehicle that allows us to do the hobbies that are important to us. "	"I want to avoid the dealership but I'm nervous about making a purchase this large online."

## Marco: First Time Buyer/Considerer

	Buy with confidence	Compare vehicles/manufacturers	Sense of pride
	I've had lots of hand me downs and I'm ready to buy my first car. I want to be sure I'm getting a good deal and get something that feels like me."	"I want something that is going to last. I like the design and green touches that RMC offers but I want something that's proven."	"I like talking with other people who have the same type of vehicle as me. I want to be involved with RMC's community of ambassadors."

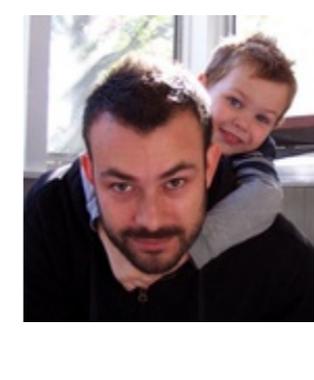
## Marco: Online Buyer/Conquest

	Win my business	Bottom line	Flexible times and appointments
	"I'm a long time Chevy driver. I'm unhappy about a slew of recalls on my last vehicle. Why should I chose Rebel?"	"I don't like hidden fees, and loathe dealers. I want to know what I'm going to pay out the door."	"I'm a busy guy. I want a company that can accommodate my schedule during the purchase AND service process

## Shannon: Hard Sell/Conquest

	Overcome fear	Style focused	Post Sale Attention
	"I like RMC vehicles but there are so few dealers. Who will service my car if I have a problem?"	I really like the styling of Rebel Motor Company, what are my other options as far as customization goes?"	"My Lexus dealer always knows my name when I arrive and understands what I expect from them. I want that experience with my next car."

## Kristopher: RMC Vehicle Owner

	Reaffirm purchase	Keep me informed	Sharing my story
	"I love being involved in the Rebel community. It means a lot that they invited me to events, and touched base with me after I bought my car."	"I always want to know what's coming for my SUV. It's important to me to connect with others and know what the company is up to.	"I want to share my experience with key contacts and prospective Rebel buyers. I also would consider being an ambassador and helping spread the word about RMC.

# Cindy Competitive Owner/Considerer



## About Cindy

Cindy has a heightened awareness and care for the world around her. She has taken steps to ensure that her family is able to recycle as much as possible. She uses re-usable shopping bags and their family uses a single, energy efficient vehicle (a Toyota Prius). Cindy wants another energy efficient vehicle but one that offers more space for her family, pets and hobbies. She is very open to potentially purchasing a vehicle online.

She spends a lot of time in her kayak and considers herself to be a conservationist. In her spare time she likes up cycling, hiking and being with family.

Cindy is a current Hybrid owner that is dissatisfied with the utility of the vehicle. She and her husband want desperately to find an environmentally friendly vehicle that will meet the needs of her growing family and their "outdoorsy" activities.

Cindy has made major purchases online in the past and her husband purchased a motorcycle sight unseen from eBay Motors last year. One of her co-workers used the online concierge service from Rebel and has raved about it.

She has started browsing on the Rebel Motor Company website and has been customizing a mid-size environmentally-friendly small SUV and uses their mobile site to share her inspiration with her husband.

Cindy and her husband have decided to use the online tools and have chatted with ambassadors on Rebel's website. They ask a local dealer to visit them at their home to compare a small Hybrid SUV with their Prius.

## Relationship with RMC:

Unhappy with her current vehicle, Cindy has taken it upon herself to gather information from her friends, family and co-workers to learn more about the vehicles in RMC's lineup. She has been impressed by the feedback and has spent time configuring several vehicles on the RMC website. She likes the company's small carbon footprint and cavalier business model.

## Cindy's Digital Life:

Cindy considers herself pretty adept at technology and uses a wide range of different devices at work and at home. She keeps a strong separation of her technology between work and home and has a different computer and cell phone that she uses for each.

## Daily Technological Diet:

- **IBM Thinkpad**  
Used for communicating marketing plans, sending emails and working at her daily job.
- **iPhone**  
Work issued and used for email, texting and phone application
- **Macintosh Laptops**  
Both she and her husband, have MacBook Airs for personal use.
- **Samsung Android Smartphone**  
Personal Android phone, used for text messaging, email, social networking
- **iPad**  
Both personal and business use. Preferred when traveling, used for reading, email, browsing and research

## Cindy's Scenarios

### Find A Person Like Me



### Customize for my family



### Overcome fear



- Process / Workflow
- Social / Relational
- Content / Research
- Finding People / Locations

**Age:** 40  
**Location:** San Diego, CA  
**Work Life:** Marketing Director at Whole Foods.

**Home Life:** Married to David and has two children, Josiah (14) and Nathan (12).

**Personal Income:** \$350k / \$550k Household

**Consideration Prob.**

**Brand Aware**

**Mobile Use**

# Cindy Key Scenarios

## Finding A Person Like Me

Cindy is fed up with the limitations of her Toyota Prius. She loves that the car is environmentally friendly and she does all she can to lessen her impact, but living the suburbs makes having personal transportation a necessity. She's in market for a new Green vehicle to meet her expanding family and her active lifestyle. Her co-worker, Danny, recently purchased a small SUV, the Foxhound, from Rebel Motor Company.

She shares Danny's passion for kayaking and has another child on the way so she decides to visit RMC's website to see if others with her life situation are finding Rebel vehicles to have good utility.

She begins her search by looking for online reviews. During her process she starts to use filtering to narrow reviews down to people in California and a passion for outdoor activities. She does her best to sort these reviews but struggles to find some details that are important to her (like how many children a reviewer has, or if they have pets). After reading three positive reviews from women in her state, she reads a few articles on Edmunds.com and visits a few forums to see the passion behind RMC.

She also notices that one of her favorite food bloggers has RMC as a sponsor of a recipe competition.

That night, Cindy uses her iPad to investigate the RMC website. She looks at overview pages for the Foxhound for several minutes and starts to configure a few trim levels. An online chat offer pops up and she meets Mike, a concierge for RMC's website. Intrigued with this level of service, she starts a dialogue and begins asking a series of questions to fill gaps that she was missing in her initial search. While the concierge is helpful and gives her a few videos and user submitted articles to check out, it isn't really what she's looking for. Still, intrigued by RMC's design, support and strong reviews, she attempts to find owners in the online community to chat with.

### How can Rebel best support Cindy?

Providing Cindy with better filters for content would go a long way in helping her find someone she can identify with. Additionally, arming concierge team with general statistics on ownership (how many owners have pets, how many are female owners and other available information, etc.) benefits conquests like Cindy.

Streamlining the experience and offering more owner testimonials and a feed of peer to peer communication mixed in with sales and promotional material increase Cindy's opportunity for way finding and a concierge's probability of being helpful in assisting someone like Cindy.

### Cindy's Goal

"I want to understand the experience of RMC owners who are similar to me."

### Cindy's Questions

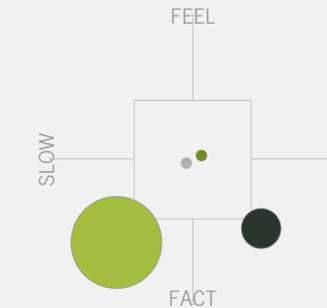
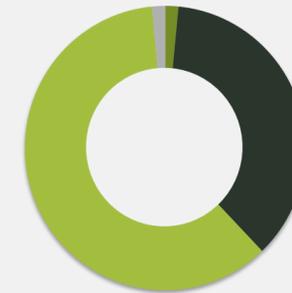
- How can I be sure that this car will suit my family's needs?
- Can I find information on traveling with pets in an RMC vehicle? Are their options for towing/hauling?
- How will owning an RMC vehicle impact my daily life?

### Potential Pain Points

- Doesn't feel like the content she sees on RMC's site is relevant for her.
- Needs third party or peer validation before purchase can occur.
- Concierge didn't provide external resources.
- Would like additional insight from the owners group.

### Motivators

- Process / Workflow
- Social / Relational
- Content / Research
- Finding People / Locations



# Cindy Customize A Vehicle

## Customize a vehicle for my family

A few months into her pregnancy, Cindy decides it's time to trade in her old Prius to get something new. She loves that her vehicle has a reduced impact on the environment but longs to have a vehicle that better meets her family's growing need for more hauling power. With her next car, she's hoping for something she can tailor to her family's needs.

She's seen a few of Rebel Motor Co's vehicles before and her co-worker just had one built. She likes that Ray's vehicle has neoprene seats that can be hosed off.

After reading a few other positive reviews, she visits the RMC website, browses their five vehicle options and decides to "build and price" a small SUV. She likes that there are lots of add on options (like the neoprene seat covers and several car racks) and configures a vehicle that she wants to share with her husband. She likes the tool but wants to know what other parts of her life the car could impact.

She is impressed with the pricing and the look of the vehicle. As she's configuring, the phone rings. She hopes to save her work and come back later but finds little to assist her in saving her hard work. She ultimately closes her laptop and is forced to start over later.

## How can the RMC best support Cindy?

As is the case with many automotive shoppers, Cindy is very concerned in finding the "right" vehicle for her family. RMC could do a better job of offering customer support or indicating sections of the website that would allow her to save her work as she goes. Equally important for Cindy is the opinion of her husband. The ability to co-build a product is something Cindy would greatly appreciate.

Additionally, showing Cindy similarly configured vehicles or some sorting configurations by lifestyle need (grocery shopping, extreme sports, traveling, camping, etc.) would assist Cindy in getting more insight as to whether she wants to test drive a vehicle or start the order process.

## Cindy's Goal

"I want to make sure that I'm able to find a car that can grow with my family. I want a great deal of control over how the car will be configured."

## Cindy's Questions

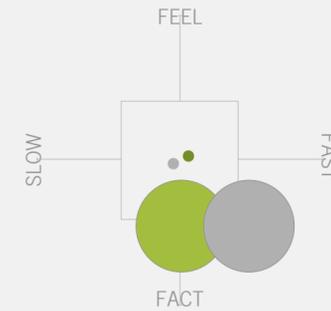
- Can I save my work and come back to it?
- What are the next steps after I finish configuring a vehicle?
- Can my husband modify my build?

## Potential Pain Points

- While attorney profiles provide credibility, they do not differentiate themselves from other RMC websites.
- Difficult to find information related to how her role relates to specific subject matters.

## Motivators

- Process / Workflow
- Social / Relational
- Content / Research
- Third Party validation



# Cindy Overcome Fear

## Overcoming fear

Cindy loves the thought of a manufacturer taking a radical approach to car sales. She admires Rebel's commitment to the environment and their dedication to customer service. That said she has reservations about making such a large purchase online. To boot, the closest brick and mortar dealership is more than an hour away in Los Angeles.

RMC's website makes the whole thing sound so easy. There are ambassadors (owners) that she can talk with online, or she can schedule time with a concierge to chat. While she likes the thought of being able to connect with these people on the manufacturers website, she worries that she'll get the corporate line.

She searches for feedback on owner sites and forums but has no idea where to start asking her financing questions. The research is seeming to take a long time to find a person who has done the process online before. She is beginning to wonder if RMC is worth the effort she's investing in the research when she can go visit the Toyota dealer around the corner.

She wishes that she could quickly read about people who have bought their vehicle through the website and ask them questions.

## How can the RMC best support Cindy?

She wants to see case studies and testimonials quickly to decide if purchasing online is something she'd ever entertain. Asking people to take action and connect with an ambassador or a concierge is all fine and good, but some people, like Cindy, might want a lighter engagement as she tries to get comfortable with a foreign concept.

She is also interested specific financing questions that could best be answered in some case studies or by a concierge.

Additionally, Cindy would be happy to see more information on long-term customer satisfaction and the positives and negatives of working with a dealer in Los Angeles vs. completing all of her steps online.

She needs to feel comfortable that customer satisfaction teams handling online transactions will make sure she's happy after the sale and specifics about vehicle servicing must be clearer.

## Cindy's Goal

"I want to understand all the positives and negatives of ownership and I really want to better understand the vehicle service and maintenance plans."

## Cindy's Questions

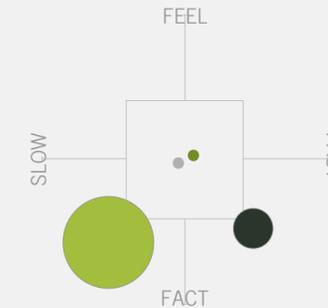
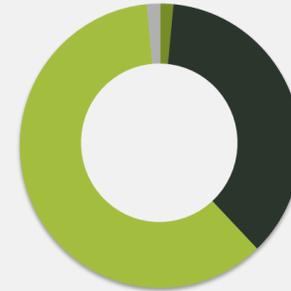
- If my closest dealership is more than an hour away, who fixes my car?
- What is the support model for someone who buys online?
- How do I connect with other owners who have bought online?

## Potential Pain Points

- Doesn't feel like the content she is seeing gives enough info to the ownership/support experience
- Needs to see the typical "fix my car" journey.
- Owner forums are behind a paywall and not optimized for her mobile device.

## Motivators

- Process / Workflow
- Social / Relational
- Content / Research
- Third Party Validation



# Marco First Time Buyer/Considerer



## About Marco

Marco grew up in a wealthy Chicago suburb and has lived in the area most of his life. He attended design school in Detroit and moved back to Chicago shortly after graduation.

Marco has had a lot of hand-me-down vehicles from his family, mostly small import vehicles (Honda, Toyota) that are known for their reliability. Marco never really identified with the safe image his parents vehicles had. A passionate automotive enthusiast, he wanted a car that gave him a sense of pride and community.

"I'm ready to buy my first new car. I want something I can be proud of."

**Age:** 26

**Location:** Chicago, IL

**Work Life:** Graphic Designer for Leo Burnett

**Home Life:** Single. Owns one dog

**Personal Income:** \$48k

**Consideration Prob.** \_\_\_\_\_● excitement with other Rebel owners. He is eager to see what the (paywalled) experience is like for RMC owners.

**Brand Aware** \_\_\_\_\_●

**Mobile Use** \_\_\_\_\_●

When Rebel Motor Company came onto the scene he was instantly a fan. He loved the "ambassador" model that connected owners to potential owners and was particularly passionate about the tools online for customizing and purchasing a vehicle. As someone who is "always on," Marco would like to avoid dealerships as much as possible. He's very comfortable purchasing a car exclusively online so long as he's had time to properly research it.

Equally important to Marco is the online community available to owners. He loves going to car shows and connecting with other passionate drivers and has first hand experience sharing excitement with other Rebel owners. He is eager to see what the (paywalled) experience is like for RMC owners.

## Relationship with RMC

Marco has been following RMC since it started selling vehicles two years ago. He has spent a great deal of time researching the brand and has friends who own RMC vehicles. He has test driven two of the models and has narrowed his focus to a small sport-oriented hatchback. He calls RMC "The Harley-Davidson" for cars, in that they're highly customizable and that they offer a "rebel spirit," that he identifies with.

## Marco's Digital Life:

Marco uses technology on a daily basis and feels quite comfortable and capable with using the applications at his work as well as most personal devices. He's an avid social network users. He posts his work designs on Dribbble and visits Behance daily for inspiration. He also uses Instagram and Facebook to connect with fellow auto enthusiasts.

## Daily Technological Diet

- **MacBook Pro**  
At work for email, design software, and general office use.
- **iPhone**  
Employee owned, but work supported, used for email, texting and phone. Marco shops often using mobile
- **Home Laptops**  
Marco has an iPad Air that he uses for gaming and shopping.
- **Xbox One**  
Used for gaming, online video streaming and chatting with friends and college buddies who moved.

## Marco's Scenarios

### Buy With Confidence



### Compare Vehicles / Manufacturers



### Have Sense of Pride



■ Process / Workflow ■ Social / Relational ■ Content / Research ■ Finding People / Locations

# Marco Key Scenarios

## Buying With Confidence

Marco is buying his first vehicle. It is the single largest purchase he has made to date. He feels like he has a good grasp on the vehicle specifics, but is nervous about applying for a loan, financing a car and becoming a first time owner.

Marco visits the RMC website and sees a lot of flashy marketing copy and images as well as a few testimonials from owners. He is impressed with the build tools and the . He doesn't find much in the way of financing information.

He finds some basic information on applying for a loan, calculators to estimate his monthly payments and some numbers on leasing vs. buying. As someone who is familiar with Mint.com, he's hoping for some simple explanations on what all of this means and a way to see how ownership will affect his monthly pot. He really wishes there was a way to connect with someone like him, with similar bills and living situation.

He has heard lots of local car lot guys advertising ways to work with buyers with little or no credit history, why can't manufacturers put things in simpler terms so he can go forward and buy with confidence?

## How can RMC best support Marco?

RMC can help Marco by taking a no-nonsense approach to financing. Provide Marco with a common list of needs when applying for a loan or offer up case studies of owners from different backgrounds and walks of life.

Because Marco is a Mint.com user, it might be helpful to offer up info graphics and budget tools that use a simple, graphical interface to help him understand the impact that a purchase like this will have on his monthly budget.

Train concierge team on answering financing questions and prepare them to ask questions that will help Marco buy with more confidence.

When all else fails, Marco will most likely turn to his parents for help in this major decision. Make budgeting tools and information easy to share across all contexts so that young buyers or those not as comfortable with money can get the help they need from a person they trust.

### Marco's Goal

"I want to make sure I'm making a smart choice and I want to make sure that buying a car isn't going to make me go broke."

### Marco's Questions

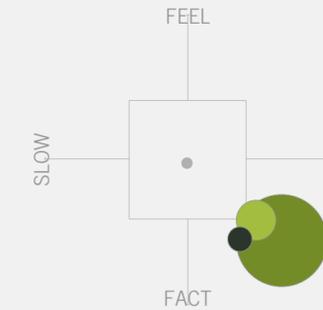
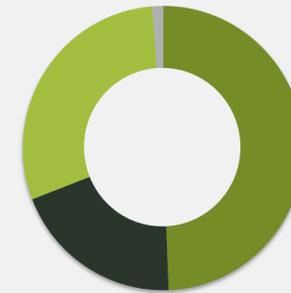
- How can I understand payments and repayment?
- What happens to my credit when I apply for a loan?
- Are there alternative financing options to RMC Credit?

### Potential Pain Points

- Tone of existing content is very jargon-filled and may be confusing for Marco.
- Lack of commitment to financing and savable information means that Marco can't connect it to tools he is comfortable with.

### Motivators

- Process / Workflow
- Social / Relational
- Content / Research
- Finding People / Locations



# Marco Key Scenarios

## Comparing Vehicles and Manufacturers

Marco is a long-time automotive enthusiast. He has spent a great deal of his free time attending auto shows, talking with friends (digital and "in-real-life") and planning his first car purchase. Though he has opinions about which brands he is most likely to purchase, he wants to compare vehicles in his segment (Sport/Wagon) and understand the benefits from one manufacture to the next.

He starts his process on third party sites so as not to be "fed a bunch of BS from the marketing guys." Marco spends a lot of time reading professional and user submitted reviews. Because there aren't many opportunities to hang onto the stuff he's reading, he saves them to an Evernote folder that he's organized for his research and returns to many of them to discuss with friends over a pint. After using the reviews to narrow the field, he visits various manufactures sites to build, price and configure his dream machine.

After pricing things out and narrowing to three cars, Marco shares with his social networks for feedback and spends more time "watching the marketing BS" to get excited about his future purchase. Marco takes his friends opinions strongly to heart and they do have some sway in his decision making process.

### How can the RMC best support Marco?

Marco would love to not go from site to site to compare and contrast his vehicle choices. He knows most companies get their comparison data from the same place for head-to-head data, but he wishes more sites offered deeper insight to user-submitted reviews.

He wants a manufacturer to provide him with more tools to help his shopping experience vs. having to individually store all of his information.

"When I have spent a bunch of time on a site, I want it to understand who I am and what I've already done. I don't think that's too much to ask of a company that wants me to drop \$25,000 or more on a car."

### Marco's Goal

"I need to be able to find the most up-to-date information and files and get an honest opinion about what people think of a car."

### Marco's Questions

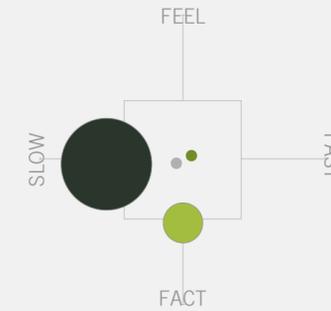
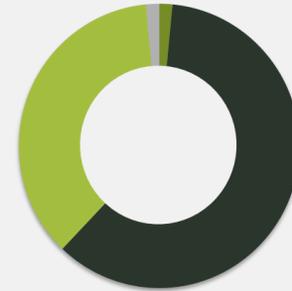
- What do customers really think about this car?
- How does this manufacturers dependability rank against another?
- Is there a way the website can save all of the content I care about for when I come back?

### Potential Pain Points

- Frustrated by slow and constant hunting and pecking.
- Is unsure how up-to-date compare tool is because it is showing older models.
- Wants manufacturers to be more forthcoming and share "Real" opinions of drivers on their sites.

### Motivators

- Process / Workflow
- Social / Relational
- Content / Research
- Finding People / Locations



# Marco Key Scenarios

## Have a Sense of Pride

Before narrowing down to two vehicles, Marco wants to understand the community he'd be getting into through ownership. He visits numerous online forums for owners of the Subaru Impreza WRX and the RMC Rattler and starts to get excited about the possibility of owning one of these two impressive cars.

He has several conversations about ownership, from support to special events to the ability to customize a vehicle. He goes to RMC's website and attempts to learn more about the "Rebel Way," owners group. He is frustrated that everything, from description to membership counts is behind a paywall. He experiences similar frustration with the Subaru owners group.

Feeling somewhat defeated he returns to the online forums and the welcoming posts from members not on the manufacture site. He sets up Skype chats with several members in both groups and starts to get the information he was hoping to get on the Subaru and RMC sites.

### How can the RMC best support Marco?

Marco would like to see an insiders look at the owners site, forums and special events reserved only for owners. He doesn't understand why some of this stuff is behind a paywall and can't see why RMC is being so protective of information that might make him want to buy a car.

He would love to see more activity from both owner groups on the sites and have access to them. He does like that RMC provides ambassadors but would prefer to see how the interactions of the clubs work as well as see representation of those groups throughout the purchase and shopping process.

### Marco's Goal

"I want to feel passionate about ownership and understand the benefits that come with being part of a group of owners.

### Marco's Questions

- How can I find out more about the Rebel Way if I can't even see the benefits?
- Does RMC have direct involvement with owner and support groups?
- What are the other social networks available for owners?

### Potential Pain Points

- No way to log-in on Rebel Way
- Non-RMC owned forums are not optimized for mobile.
- Lack of personalized search or site content experience.

### Motivators

- Process / Workflow
- Social / Relational
- Content / Research
- Finding People / Locations

