



Traveling Trish, 37

Customer | Thorough

 Marketing Consultant

 \$107,000/yr

 Seattle, WA

“Tracking the beers I’ve had is like my travel journal. Exploring breweries connects me to the culture everywhere I go.”

About Trish

Trish is a beer fanatic whose travels take her to breweries around the country. When traveling, she likes to track her beers, but falls behind on keeping up with her list. To filter places, she looks at beer quality and unique ambience, relying on suggestions from friends and her Facebook beer group. Her job has her working from home, allowing her to meet people at breweries during the workday. She frequents her neighborhood brewery, where her bond with other regulars and the staff convinced her to invest in a membership. As a result, she gets discounted beer and invites to events. While she enjoys most events, she likes those tied to causes she supports, so she can engage in the community.

She does not mind sharing her data with businesses she trusts. In making this decision, she reads online reviews, asks friends, and does in-person trials before deepening her relationship as a consumer. She is more receptive if she can see how sharing her data will result in a better experience, which includes being able to learn new things, share feedback and feel she is being heard.

How GoBeep Can Help

Elevate Trish’s experience through moments of delight in ways that are personalized to her feedback, which includes being able to effortlessly track her beers and explore around her schedule. This strengthens her C2B relationships by enabling breweries to leverage her customer data (preferences, behaviors, lifestyle, etc.) to ensure that she feels heard and valued.

Tasks

Explore new breweries

Track beers she has tried

Support community causes

Feelings

Excited to explore breweries

Eager to participate in community events

Does not mind sharing data

Influences

Community activism

Circle of friends

Online community

Pain Points

Tracking beers is tedious

Does not see how sharing data betters her experience

Goals

Keep up with tracking beers

Receive exclusive offers and rewards for her patronage