Influential Isaac, 24
Customer | Opportunist

Software Engineer

$80,000/yr

Austin, TX

"Craft beer is definitely a social lubricant. It encourages us to leave our biases at the door and form real connections."

About Isaac

Isaac is a craft beer lover who enjoys socializing at breweries. Due to his stressful job, he likes ambiences where he can relax, unwind and chat with friends. He 'influences' the growth of his favorite places by bringing people in, feeling pride when they enjoy the experience. He goes 2-3 times a month, but is not a regular anywhere. He prefers to 'change it up' among five of his go-to's, all walkable from his house. Going to breweries is a spontaneous and 'last minute' decision for him, so he rarely goes to events, despite his interest in them.

Isaac is nonchalant about his data, seeing it as another form of currency. However, he is annoyed with constant spam, especially when he sees no improvement in his experience. He discovers new places through word of mouth and social media, since they help him find breweries that fit his tastes. He rarely uses Untappd and Yelp, as he hates parsing through reviews that have little to do with his preferences. Therefore, he wants to see his data used to personalize his digital and physical interactions with breweries.

How GoBeep Can Help

Enrichen Isaac's discovery of places and events by tapping into his preferences and behavior as well as reward his influential role with personalized experiences. This deepens his relationship with breweries, elevates his status in the community, and positively reinforces his behavior by ensuring that Isaac feels acknowledged and appreciated.

Tasks

Relax and socialize

Introduce friends to craft beer

Feelings

Excited to share experiences

Open to sharing data

Influences

Proximity to his house

Circle of friends

Online community

Pain Points

Wants to go to events, but is bad at planning in advance

Poor experience with current customer engagement tools

Goals

Going to more events

Spreading the word about his favorite breweries

Seeing tangible results from his feedback