



Local Larry, 54

Customer | Trusting

 Registered Nurse

 \$70,000/yr

 Hattiesburg, MS

“ I’m all about supporting the local economy and breweries are certainly no exception. They strengthen community ties in ways that other businesses just can’t.”

About Larry

Larry is a beer enthusiast who goes to breweries and events to discover new beers. Due to his community ties, he is passionate about supporting local business. He likes craft beer for its artistic nature and ability to connect the community. Because he is most interested in the beer itself, he seeks events where he can learn more about the product and the brewing process. He goes to a brewery at least once a week, going to the one by work or new places he learns of from friends or social media.

He is open to the idea that sharing data can elevate his customer experience. However, he gives his spam email account for offers and rewards, resulting in minimal engagement. He is hesitant to share his real email and other information, since he is not sure how they will be used. He often skeptical to change and needs guidance to adopt new habits. He will be more motivated to share his data if doing so will allow him to engage more deeply and have a personalized experience both on and offline.

How GoBeep Can Help

Help Larry find personalized events, share feedback privately, and have humanistic online interactions. This facilitates personalized targeted marketing as well as genuine and actionable feedback, allowing Larry to engage with his favorite places more deeply and ensure that he feels heard and appreciated.

Tasks

Discover new beers

Support local business

Feelings

Excited about supporting local breweries

Apprehensive about sharing his data

Influences

Local community ties

Circle of friends

Online community

Pain Points

Feels his online interactions with businesses lack depth

Does not feel he has control over how his data is used

Goals

Help his favorite places grow

Provide deeper feedback

Control how his data is used