

## Customer Persona

### 1. Name and Title:

Alex Morgan, Luxury Car Enthusiast and Mechanic

### 2. Basics:

- Age: 34
- Gender: Male
- Location: Scottsdale, Arizona
- Family Life: Married, one child
- Likes: Performance upgrades, Car design, track days, detailing cars
- Dislikes: Cheap aftermarket parts, long shipping times, poor customer service
- Adoption Curve: Early Adopter

### 3. Professional and Personal Background:

- Job Title: BMW Technician
- Job History: 10 years in the mechanic industry
- Role: Full-time with flexible hours and a strong income
- Leisure Activities: Attends local car meets, tracks his BMW on weekends, active in online car forums
- Hobbies: Tuning and modifying his car and watching car review YouTube channels

### 4. Quote:

"If I'm going to upgrade my car, it's going to be installed by me with premium parts I can have shipped to me fast."

### 5. Technical Background:

- Very tech-savvy; shops almost exclusively online
- Uses a desktop for research and browsing, smartphone for daily use and purchasing
- Active on Reddit, Instagram, and YouTube for automotive content
- Comfortable installing car parts himself

### 6. Favorite Websites:

- PelicanParts.com
- Rennlist.com
- YouTube

7. Goals:

- To find a reliable source of high-quality car parts for luxury vehicles
- Wants fast service
- Prefers vendors that offers great support and reviews

8. I need/I want Statements:

- I require immediate access to performance parts while avoiding the need to browse through numerous cheap options.
- I need assurance that the ordered parts will match my exact vehicle make and model.
- I need to view authentic reviews together with transparent return policies before making a purchase.
- I need shipping and service I can rely on.