

Jimmy Green

AGE: 48

JOB TITLE: TRUCK DRIVER

TECHNICAL COMFORT:
BASIC KNOWLEDGE



"I just need a clean bed to sleep in and my permit information - the easier the better."

MOTIVATIONS

- Needs to be able to check-in to the hotel easily
- Needs to be able to easily receive and print information sent from his employer.
- Needs his employer to get a receipt for his stay

FRUSTRATIONS

- After driving all day, he is frustrated by having to learn how to use the kiosk.
- Assumes the kiosk will not provide what he needs
- Intimidated by technology

IDEAL EXPERIENCE

- After driving for 8 hours and dealing with crazy drivers and truck issues, I need the ability to check into my hotel using only my credit card.
- It would be nice if the kiosk would allow me to print paperwork without having to login to my email on a hotel computer or being forced to deal with hotel staff receiving faxes.

BIO

- Grew up in a small town
- Married
- Truck driver for 15 years
- Rarely at home for more than a few days