Direct Customers

Persona	The Architect	The Construction Worker	The Local Authority	The Corporation
Gender	50/50 split	Mostly Male	50/50	50/50
Internet Usage	Frequent, inspiration and comms based	Infrequent, may use for recreation	Frequent for official usage only - social use outside of hours	Frequent for official usage only - social use outside of hours
Education	Masters, Architecrture degree, highly educated	Practical qualification / apprenticeship / Diploma	Moderate to high level education, likely bachelors	Educated to degree level
Values	*Innovation* / Uniqueness / Efficiency while not sacrificing personality / Problem solving	Time management, commitment, family / friendship	Community, practicality, sustainability, local environment, local aesthetic	Cycle to work scheme, sustainability, staff satisfaction, security
Goals/Wants	- To create and shape the world - Meet The 2030 Challenge to become carbon-neutral - not sure about that - Grow firm revenue by designing press-worthy properties that elevate reputation - Avoid mistakes that will damage the firm's reputation or even lead to a lawsuit - To further utilise technology within design	- To complete a job on time and to budget - To be able to contract help in areas he is not confident in - To ensure consistency and accuracy of build	- To equip their local area with the tools to thrive and enjoy everyday life - To be recognised for making a difference in their local community - To hold those who do not support their community to account - maximise public money	- To be able to offer their staff safe and secure cycle parking - To expand their cycle to work funding - To promote themselves as a sustainable travel brand
Anxieties	- Not being able to work within budget - Working with those who lack "vision" or who are unable to think outside the box - Being dissapointed with the final result	- Lack of budget to complete a job to time and specification - Technology and its application in construction - Having pride damaged by unhappy or picky clients	- Lack of time and budget to deliver what the community needs - Lack of facilities for their local constituency - Letting down her borough	- A budget which will cover their sustainability endeavours - Will enough people in the business be interest in a cycle scheme - Being seen as anti-sustainability by consumers or competitors - Having staff's cycles being stolen on their property
Dislikes	- Clients who think they are architects - Low budget and high expectations - Poor communication - Poor time keeping	- Overcomplication - Lack of guidelines or plan - Wasting time	- Being dictated to in terms of projects, times and budgets when her ideas have not been acknowledged. - Poor communication internally and between contractors - Areas of her borough that have fallen into disrepair	- Blending in with their competitors - Lack of owned secure parking - Seeming unsupportive of cycling employees
Link to Us	- Not the final client, but do influence the decision makers - They will likely have found them through a list of trusted contractors or the website. - They will be looking for practical solutions that fit their design aesthetic. - they are likely to come to us for design advice, they are likely to look at previous projects to see if they are up to the challenge / have the design capability.	- A member of the construction team, such as site manager, will know there is cycle security needed for a project. They would then get in contact with their requirements and ask for a price. - Their interaction with us is highly likely to be through necessity, not through personally wanting or commissioning cycle security.	- When they are given the budget, they will interact with us in securing a quote and scoping a project. - They would also be involved in putting us on the trusted local suppliers list.	- They will likely contact us to be educated on cycle security and their options. They will probably have little idea of how each system works, or what is within their budget. - They are likely to find us through search or have them recommended.
What Do They Want From The Content Hub?	- They want to see the future of cycle / storage design integrated with other builds. - They want to hear about sustainable builds with high creative quality - Image heavy content, especially in relation to new build ideas - They want to learn about any technology which is changing the way cycle storage can be integrated into their builds.	- Measurement information - Past success stories and their application to new builds - Time schedules and project timelines	- Time and space saving stories - Information around communities and sustainability, carbon neutral and child friendly.	- To hear how cycling initiatives are being adopted by other businesses. - To learn about any updates in governement funding when it comes to cycle to work schemes and other suchlike - Collaborae with us for brand reach

Indirect Customers

Persona	The Sustainable Cyclist	The Frugal Cyclist	The Fitness Freak Cyclist	
Gender	Male or female	Male or Female	Male	
Internet Usage	Daily social media interaction and follows the news	Daily social media interaction and follow the news	Less interaction than the other personas, but follows news and is most active on Instagram fitness inspiration pages	
Education	At least a bachelors degree	At least a bachelors degree	Degree level	
Values	Sustainability, conscious decision making, vegetarian or vegan diets, recycling	Sustainability, less is more, likely to go with the cheapest available option	Health, fitness, adventure and a fitting diet, spending shit loads on kit and a bike	
Goals/Wants	- To be part of the current sustainability movement - To ensure her daily choices leave minimal carbon impact on the environment - To make others aware of carbon emissions and the small changes we can make everyday	- The frugal cyclist's goals are to save money where they can, not so much that is impacting their life, but so they are living within their means	- The fitness cyclist goals are mostly personal and health-related. Their body is a temple, but they also see cycling as a chance to explore and excel. They are the kind of people who are looking for new personal best each week they cycle into work. - RAPHA KIT	
Anxieties	- People who see cycling as a "vanity option" over a meaningful choice - Lack of cycle parking near their home and workplace - Annoying others due to their beliefs	- Bike being stolen or damaged (as it is the only mode of transport!) - Work not supporting a cycle to work scheme - Running out of money before the next payday - The price of personal security equipment (efficient locks etc)	- Personal injury - Falling short of their last personal best - Arriving at their destination overly sweaty - The lack of cycling infrastructure at their local visitation areas - gym, work etc.	
Dislikes	- People with a fixed mindset - Businesses and brands that promote no level of sustainability or environmental consciousness - Those who drive their commute regardless of accessibility	- Careless money spenders - Bike thieves - Mechanical faults with their bikes	- Laziness - Slow cyclists - Lack of cycle support from work or local authorities (especially as their bike is top of the range)	
Link to Us	- Indirectly the sustainable cyclist will be linked to us through the use of their equipment - They are very likely to interact with a brand that shares their ideas and promote a greener solution for work commuters	- The frugal cyclist will be one of the most openly appreciative of cycle security infrastructure as they will not have to worry about losing their only mode of transport. - While they are less likely to interact with brands online, they are likely to share or be involved in the building or promoting new cycle support schemes of security infrastructure.	- The fitness freak is going to have a top-notch bike. While they will have forked out for the best lock going, they will be glad to see a two-tier rack or a more sophisticated locker. - The fitness freaks want the top-of-the-range protection for their baby.	
What Do They Want From The Content Hub?	- To hear about sustainable movements around the cyclist community - Anything on cycling contributing to carbon neutral.	- New cycle stations, or a cycle station network map. - A list of the most secure, and free, cycle parking. - Any activity that revolves around cycling and not much money.	- Any new or remote cycle routes, perhaps with storage, that would offer them an adventure. - Any image heavy content promoting cycle fitness. - The best type of remote cycle storage.	
			Want a fancy bike store	