

WordPress has been successfully installed at :

<https://agacinskia464.macombsserver.net/itwp2600/wp>

Administrative URL : <https://agacinskia464.macombsserver.net/itwp2600/wp/wp-admin/>

## **CUSTOMER PERSONA**

**<https://marketingbeforefunding.com/complete-guide-to-creating-a-customer-persona-for-your-startup/>**

### **1. Name and title.**

Bean the Climb Guide (He is a climb guide looking to obtain more climbing gear for a trip).

### **2. Basics**

25, Male, living in Kentucky, loves to climb and be outdoors. He is in need for some more climbing materials.

### **3. Professional and personal background**

Bean is a climbing guide for a profession. He has a lot of knowledge on all aspects that come to climbing and the tools needed for this activity. He is a big consumer of these products too. He has been climbing for the last five years, and has started to become a pro, he loves to add to his collection of gear.

### **4. Quote**

Bean is interested in more resources to purchase climbing gear from, your business is one he newly found and is exploring.

### **5. Technical background**

He is quite experienced in this activity; therefore, he knows what good brands are and which are less qualified. He loves to ask more questions than the ordinary user, which can benefit from the contact feature for communication. He has explored many other climbing stores online and knows exactly where to go.

### **6. Favorite websites**

#### **1. REI**

<https://www.rei.com/?msocid=1912bb507ca16a4e216caeb07dce6b69>

## **2. BackCountry**

[https://www.backcountry.com/?utm\\_source=bing&utm\\_medium=cpcb&utm\\_campaign=322205981\\_\\_p:B|s:BC|ct:BPS|ct2:xx|g:xx|c1:Brand|c2:xx|b:Backcountry|mt:Exact&utm\\_content=1238050134836380&utm\\_id=go\\_cmp-322205981\\_adg-1238050134836380\\_ad- kwd-77378162201866:loc-4103\\_dev-c\\_ext-{extensionid}\\_prd-\\_mca- sig-&gclid=6dabc37dc35e1d91f769ab68be7f93bd&gclsrc=3p.ds&msclkid=6dabc37dc35e1d91f769ab68be7f93bd](https://www.backcountry.com/?utm_source=bing&utm_medium=cpcb&utm_campaign=322205981__p:B|s:BC|ct:BPS|ct2:xx|g:xx|c1:Brand|c2:xx|b:Backcountry|mt:Exact&utm_content=1238050134836380&utm_id=go_cmp-322205981_adg-1238050134836380_ad- kwd-77378162201866:loc-4103_dev-c_ext-{extensionid}_prd-_mca- sig-&gclid=6dabc37dc35e1d91f769ab68be7f93bd&gclsrc=3p.ds&msclkid=6dabc37dc35e1d91f769ab68be7f93bd)

## **3. HowNot2**

<https://hownot2.com/collections/climbing>

## **7.Goals**

Bean is looking for a site that is easy to use with affordable and reliable prices. The gear that he buys need to be legit, not off brand tools. His safety is at stake for himself and others. With good communication he could be a consistent consumer.

## **8. Ineed/I want statement**

**Bean wants quality gear.**

**Bean wants gear on sale.**

**Bean needs good communication.**

**Bean needs quick quality shipping.**