



## ABOUT

**AGE:** 33-35  
**STATUS:** Single  
**LOCATION:** Pittsburgh, PA

**PROFESSION:** Full-Time business owner  
**CHILDREN:** No Children  
**INCOME:** \$55-70,000

## MOTIVATIONS

- Selling her work and making money
- The maker community, and being a part of it
- The ability to work for herself

## PAIN POINTS

- More orders than she can produce
- Not enough time to design new products
- Only owning 1 machine and not being able to produce more quickly
- Needing to keep the Computer plugged into the machine while she could be using it for other work

## USER GOALS

- Time to spend more effort on marketing her company
- Ability to run her machine daily to fulfill orders and keep inventory of her shop
- Expand your product line
- Efficiency

## EXPERIENCE



## INFLUENCES

Pinterest  
Instagram  
Facebook

Etsy  
X-Carve business owners  
Align X-Carve with Instagram



# JASON

## PART-TIME HOBBYIST, PART-TIME BUSINESS OWNER



### ABOUT

**AGE:** 35-38  
**STATUS:** Married  
**LOCATION:** Chicago, IL

**PROFESSION:** Accountant  
**CHILDREN:** 2 kids  
**INCOME:** \$15,000 (from business)

### MOTIVATIONS

- Feeding his creativity
- Spending time doing what he enjoys
- Making things that solve problems for other hobbies of his

### PAIN POINTS

- Wants to produce more products at one time but is limited to what the X-Carve can do
- Needs a bigger workshop that could accommodate a larger machine and he can work on multiple things while his machine runs

### USER GOALS

- To be able to make and use his X-Carve because he enjoys the act of creating
- Continue to make sales, but not sell his work as a full-time job
- Ability to try new skills and projects at his own pace

### EXPERIENCE



### INFLUENCES

Facebook Marketplace  
Personal Interests



# HAROLD E. GERRARD IV

# THE RETIRED HOBBYIST



## ABOUT

**AGE:** 65+  
**STATUS:** Married  
**LOCATION:** Florida

**PROFESSION:** Retired Veteran  
**CHILDREN:** Grandchildren  
**INCOME:** Retired

## MOTIVATIONS

- Something to fill his time now that he is retired
- Wants to teach and spend time with his grandkids woodworking
- Wants to “show off” his projects to friends
- Enjoys working in the shop

## PAIN POINTS

- Has a hard time using technology and computers
- Has trouble executing his ideas due to lack of computer skills

## USER GOALS

- Something to keep him busy now that he doesn't have a daily job or routine
- Wants to make things for himself and his grandchildren
- Wants to learn the more computer skills so he can feel confident to do it on his own

## EXPERIENCE



## INFLUENCES

Inventables Forum      Rockler and Woodcraft  
His wife and family      HGTV  
YouTube