

INFLUENCES

Pinterest Etsy

X-Carve business owners Instagram

Facebook Align X-Carve with

Instagram

ABOUT

33-35 AGE:

STATUS: Single

LOCATION: Pittsburgh, PA

Full-Time business owner **PROFESSION:**

No Children **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

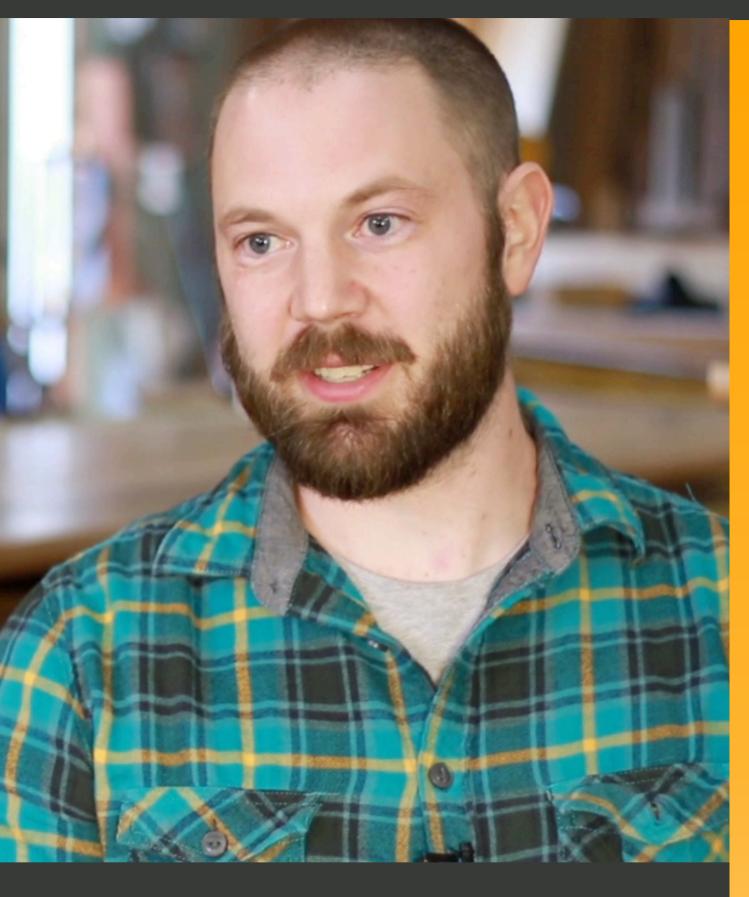
- Time to spend more effort on marketing her company
- Ability to run her machine daily to fulfill orders and keep inventory of her shop
- Expand your product line
- Efficiency

EXPERIENCE

Woodworking

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 accomodate 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

INFLUENCES

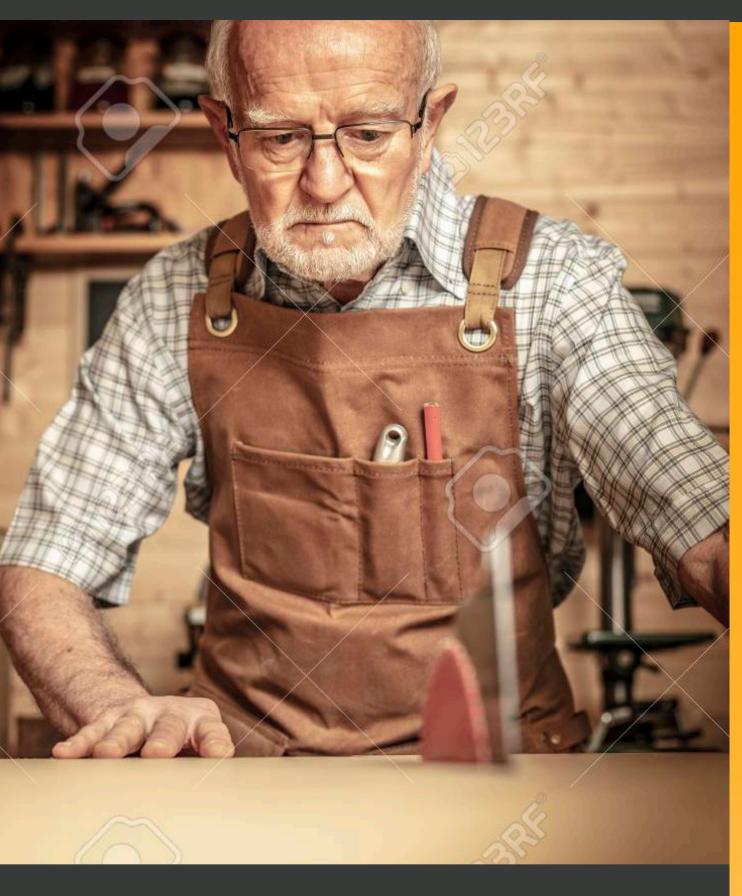
Facebook Marketplace Personal Interests

EXPERIENCE

Woodworking Creativity

Power tools Social media

Computer skills



ABOUT

65+ AGE:

Married **STATUS:**

LOCATION: Florida

PROFESSION: Retired Veteran

Grandchildren **CHILDREN:**

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

INFLUENCES

Inventables Forum His wife and family YouTube

Rockler and Woodcraft **HGTV**

EXPERIENCE

Social media