

BUYER PERSONA PROFILE

Company that distributes vibration machines

WHO?

JANE, the loving grandmother



66 years old

Married, has 2 kids and 6 grandchildren

Lives in an urban area

Has worked as an accountant, is retired

Enjoys spending time with her grandchildren, helping her kids with household activities, visiting beautiful cities and taking long walks.

WHAT?

Struggles with joint pain, cardiovascular problems and urinary incontinence that make every day activities difficult and prevent her from living a more adventurous life. Can't practice regular exercise due to joint stiffness and heart condition, is concerned that alternative forms of exercise may result in injuries.

Would love to have a more active lifestyle and be able to exercise, move comfortably and improve her heart health.

WHY?

Does not trust new technologies and doesn't know how to use the machine. Thinks she will get injured and doesn't think the vibrations are safe for her bones, joints and heart.

Can't afford to spend too much on a vibration machine.

Is afraid this form of training will make her joint pain worse, or will cause other health problems.

Is concerned that the vibration may cause urine leakage.

HOW?

Solutions: the company offers different payment plans, exercise DVDs and a Support site.

This form of training is proven to benefit the elderly, by improving circulation, strengthening bones and muscles, improving joint flexibility and range of motion and reducing pain and stiffness. It strengthens pelvic floor muscles, helping with incontinence.

It's a time-efficient training method, is useful for boosting energy levels and staying active without having to go to the gym.

