



# PERSONA & CUSTOMER JOURNEY

TEAM W1: REKHA DUNN, GRACE ADAMS, MAKENNA NYSTEDT



# B2C | PERSONA



**Name:** Michelle Obama, 44

**Occupation:** Mother, the 44th First Lady, Writer, Philanthropist, Lawyer

**Location:** Washington, D.C, USA

**Living Situation:** Married with 2 children

**Est. Annual Travel:** 270+ days

*Michelle is a very proud and refined woman. She became the First Lady of the United States when her Husband Barack was elected President. She lives a very extravagant but humble lifestyle in the White House with her husband and two children. She is an avid philanthropist, advocating for change and supporting women in the United States. She previously got a Law degree from Harvard University and has spent her years supporting our nation and driving it to change for the better. Some of her favorite things to do are spend quality time with her family, support her husband's political occupation, workout to maintain her healthy lifestyle, and educate and inspire through her books and seminars.*

*As the First Lady, she actively represents the nation, and wants to use her role to help inform the nation about her various philanthropic focuses.*

# CUSTOMER PERSONA



## Psychographics

### 1 Values

*Michelle advocates for equality, and believes in the importance of family, education, and health. She emphasizes a life committed to giving back.*

### 3 Beliefs

*Michelle has a strong belief in the power of education as a transformation learning tool. She is committed to the health and wellness of her families lives.*

### 2 Interests

*She is passionate about her children's wellbeing and health and launched initiatives related to childhood obesity. She is interested in legal rights and social justice to help women empowerment.*

### 4 Lifestyle

*As the First Lady, Michelle must balance her public role and her private role as a mother. She engages in a healthy lifestyle and is involved in many charitable activities. She actively volunteers and participates in community engagement.*

## Behavior

### 1 Social Pressure

*High public visibility as First Lady, but maintains a humble persona. Michelle frequently gives speeches and interviews and is charismatic with her social causes and events.*

### 2 Consumer Habits

*Promotes and uses products that align with her values (eco-friendly, health-focused, etc.). She will prioritize products and services that emphasizes the importance and family and education.*

### 3 Engagement

*Michelle is highly engaged in public service, and is active in both formal and informal settings. She is a role model for many individuals, particularly women in the nation.*

## Goals and Motivations

### 1 Short Term Goals

*Michelle wants to support her husband's presidency and help to shape his legacy. She will utilize her platform to promote causes that matter to her.*

### 2 Long Term Goals

*Michelle wants to advocate for lasting social change in her nation. She wants to use her platform to strengthen the role of women.*

### 3 Motivations

*The First Lady is motivated by a deep sense of service. Her personal fulfillment comes from making positive impacts on people's lives and she is committed to being a good role model for her daughters.*

# CUSTOMER PERSONA



## Personality

1

### *Social Pressure*

*High public visibility as First Lady, but maintains a humble persona. Michelle frequently gives speeches and interviews and is charismatic with her social causes and events.*

2

### *Consumer Habits*

*Promotes and uses products that align with her values (eco-friendly, health-focused, etc.). She will prioritize products and services that emphasizes the importance and family and education.*

3

### *Engagement*

*Michelle is highly engaged in public service, and is active in both formal and informal settings. She is a role model for many individuals, particularly women in the nation.*

## Buying Motivation

1

### *Primary*

*The ability to travel privately with her family, in a safe aircraft while still adhering to her strict environmental standards.*

2

### *Secondary*

*Boeing's commitment to advancing green aviation and being a partner in her mission to reduce her carbon footprint.*

## Roadblocks

1

### *Social Risk*

*Michelle could feel fear and anxiety about the public perception of her character and values. Michelle cares about making an impact on society and maintaining her sustainability efforts.*

2

### *Privacy and Safety*

*With two daughters and being in a high profile role, privacy and safety are two of her biggest requirements. She wants to ensure the aircraft her family utilizes will allow them to maintain privacy while keeping them safe.*

3

### *Competition*

*Michelle could find a company such as Airbus or Vista Jet who's price points are similar to Boeing and have well-documented sustainability efforts.*



# THE CUSTOMER JOURNEY



## The Hero:

Michelle Obama is a loving mother of two daughters, and wife to the President of the United States. Michelle is an advocate for social change and utilizes her position to bring awareness to various social issues.

## The Problem:

*External:* Public Responsibility of Maintaining Her Image as First Lady

*Internal:* Balancing her family and public role while maintaining her authenticity. Keeping her family safe when traveling for her or her husbands work.

*Philosophical:* How can I create lasting change for future generations as a role model?

## The Guide:

As First Lady, Michelle is aware of the various aircraft brands that the White House and government use. The Air Force one, being one of Boeing's aircrafts, is the main aircraft used for the President and First Lady.

## The Plan:

*Process Plan:* Conduct a one on one personal consultation with Michelle to listen to her needs - whether it be privacy, safety, efficiency, or sustainability to design the perfect aircraft for her and her family. Following an initial consultation, meet with her in person to provide the detailed design options for her to review and provide feedback on her expectations.

*Post-Purchase Plan:* Keep in touch with Michelle to see how her experience has gone and what modifications she made need. Speak to her about her sustainability efforts and discuss matching carbon credit emissions dollar for dollar to ensure we meet her social impact standards.

## The Call to Action:

Following Michelle's initial consultations, we will follow up within an appropriate period to see what adjustments, if requested, need to be made.

*Direct Call:* "Schedule Your Private Consultation Today" or "Design Your Custom Aircraft Now"

*Transitional Call:* "Download Our Exclusive Guide: The Ultimate Private Jet Experience" or "Learn How You Can Offset Your Carbon Footprint with Boeing's Sustainable Jet Options"

## Ending in Success:

After purchasing her private jet for her family, her Boeing aircraft will allow her to fly comfortably, privately, and safely away from the public eye to her destination. Reaching to match her lifestyle of giving back and social impact, we will continue our sustainability commitments to help maintain her high positive profile.

## Avoiding Failure:

As a influential figure in the nation, Michelle Obama is active in ensuring her public image is portrayed positively. She maintains her status as a role model by choosing a sustainable Boeing that also keeps her family safe while travelling.