



“I’m amazed by how quickly Max is growing a following on Instagram.”

**AGE** 28  
**JOB TITLE** Jr. Architect  
**LOCATION** Seattle, WA  
**INCOME** \$\$  
**ARCHETYPE** Creator

FUNNY RESPONSIBLE

SOCIAL HARD-WORKING

POTENTIAL IDENTITY FORCE CUSTOMER

# Michael Pratt

## ABOUT

Michael is a junior architect, avid gamer and social media user. In his free time, Michael can be found playing with his dog, Max and making content for Max’s instagram page. As Michael explores new income streams to grow his monthly income, he is considering ways of turning Max’s instagram into something more of a side hustle.

## SCENARIO

Michael uses Instagram to share content of his dog to his 1K followers. He posts Instagram videos, and photos everyday, but eventually started noticing suspicious activities. He quickly realized that Max’s account was being hacked. He wants to ensure he can recover the account and won’t run into situations like this again in the future.

## NEEDS

- More information on preventing account hacks in the future
- Social media monitoring tools to protect his account

## PAIN POINTS

- Lack of information on how to protect personal information online on different websites
- Identity theft protection services could be too pricey for his monthly budget

PRIMARY



“My family’s safety is everything for me.”

**AGE** 38  
**JOB TITLE** CEO & Founder  
**LOCATION** Los Angeles, CA  
**INCOME** \$\$\$  
**ARCHETYPE** Sage

CAUTIOUS

PRACTICAL

DEPENDABLE

GENEROUS

EXISTING IDENTITY FORCE CUSTOMER

# Christie Scott

## ABOUT

Christie is the CEO & founder of a boutique consulting firm and a happily married mother of two. She spends her days working on expanding the firm or taking trips with her family over the weekends. As her new company continues to grow during the pandemic lockdown, Christie has started to become more concerned with protecting her financial assets.

## SCENARIO

With all of her employees now working remotely online during the COVID lockdown, Christie wants to make sure her employees’ personal information along with the company’s remains safe, especially as data breaches become more prevalent during this time. Christie is already an enterprise level customer of Identity Force, but needs a way to remind her employees to take proactive steps to prevent their personal data from being stolen as they browse using the company’s internal network.

## NEEDS

- Between the company and her family, not a lot of downtime, so looking for a low-effort, high-impact solution
- Ensure her employees stay vigilant regarding their data while in a remote environment

## PAIN POINTS

- Unsure of how to remind employees to remain proactive in protecting their personal information while browsing
- Doesn't know the best practices to reduce chances of data breaches and identity theft

SECONDARY