

Steve – mature golfer

Active, brand-conscious and image-aware, with golf central to identity.



Age: 58



Occupation: Investment Manager



Location: Westchester, NY



Hobbies: Boating, golf, and investing



Relationship: Married, children



Course: Public courses



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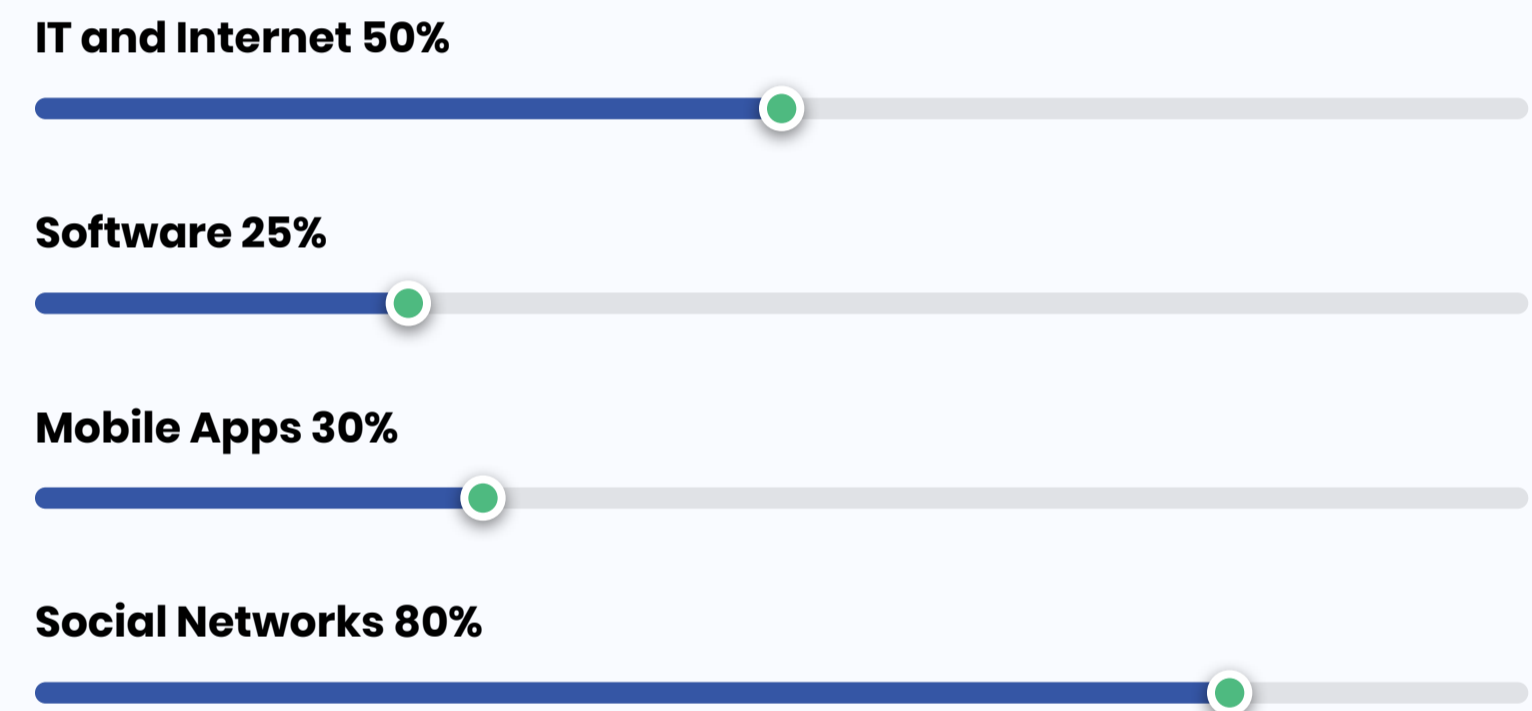
Plays every week for business or socially.

Section 1: Identity

Personality



Tech Knowledge



Brand Affiliations





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Section 2: WHO?

Golfer Background

- He plays most weekends with pals
- Golfs at business events to network
- He is brand-focused and will pick a top name over lesser name every time
- Golf shirts are standard business casual attire (owns 50). Has clubs 1-3 years old.
- He walks the course and goes for consistency over distance

Demographics

- Male (less than 10% females)
- Age 58
- Income \$200+
- Westchester, NY

A Day on the Course

Pre-game

I get to the course with fifteen minutes to putt and practice a few chip shots.

During the game

I land on the fairway pretty consistently, but experience ball curving left occasionally. My short game and irons are where I can improve my score.

Score

I hit in the high 70's most of the time, but have now been in the 80s.

In the Bag

Driver Fairway Woods, Irons, Hybrid, Putter, Towel, Taylor-Made balls

Swing

Medium. High frequency purchaser/once a year.

Handicap: 15

Low Handicap (10) –shoots high 70's

Technology

Uses text and



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Section 3: WHAT?

Goals

- Looking for a new hybrid to eliminate curve
Looking to hit it further.
- New technology in irons that will help make up for losing a few yards
- Looking to play in a conference outing and wants to have the latest golf equipment

Challenges

- Wants new product now w/o multiple stops and cumbersome research
- Lot's of noise around innovation – no time for long articles.

What can we do

- Showcase the latest products for his game
- Easy profiling, browsing, and checkout process
- Offer excellent customer service and support
- Provide a try before you buy service

Quote

“My son told me about Cadi. I quickly filtered through to what I was looking for and was able to put a few more hybrids in my bag.”

Messaging

You're looking for the latest innovations in golf with high-touch service and convenience, but there is a lot of noise surrounding golf products. This is why Cadi has a curated experience to introduce you to the latest equipment in golf for your game and a no-risk try before you buy service.

Objection

New platform to learn.
Reservations about new technology solution and company they haven't used before. Might not adopt the new technology right away. Can get product from his club