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| **Nicolle – 34 Year Old Certified Hand Therapist from West Chicago, IL** | |
| NicollePersona_Ch8.jpg  *“My downtime is precious; I make every spare moment count!”* | **Personal Background**  Nicolle has been an Occupational Therapist for nearly a decade. She travels from her home in West Chicago to the city of Chicago via train daily for her job. She is married (Russ) and has two daughters ages 5 (Sydney) and 10 months (Avery) who occupy most of her time when she is not working.  Since downtime is truly a luxury for Nicolle, she likes to take advantage of her daily commute to keep up with the television series that she has purchased season passes for on iTunes. Her iPhone is her constant companion—she uses it to keep in touch with friends and family via email and text messages, but also uses it to keep up with her patient workload. In addition, she has her high-energy playlist ready to go for her lunchtime workouts at the gym in her building.  Nicolle enjoys the all-in-one aspect of her iPhone but does not like to be encumbered by the wires of her earbuds that seem to always get tangled in her pocket. She thinks that the small, single-ear Bluetooth headsets make people look self-important to the point of being ridiculous, so she is hesitant to even consider a Bluetooth option. She is looking for headphones to make her commuting lifestyle easier. As long as the right headset doesn’t make her look silly and can function as headphones and a microphone for speaking into during phone calls, she could be persuaded to give them a try. |

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| **More About Nicolle** | **Engagement & Activities** |
| **Motivators**  Nicolle’s standard iPhones ear buds cord continually gets tangled when stored in her pocket or caught up in her clothes and jacket when she’s working out or walking to and from her office to the train station. It’s a minor annoyance, but removing the annoyance would be very welcome.  **ACMEblue Bluetooth Headset Trigger Point**  Nicolle saw the ACMEblue on display at the Apple Store on Michigan Avenue in Chicago and decided to try them on. She liked them, but went online to Apple.com and Amazon.com to check-out the reviews online to further influence her decision. | **Personal Computer:** High / Fluent; comfortable with common apps  **Internet Usage:** Medium / Fluent; not adventuresome, but has a personal blog, Flickr, YouTube for friends and family.  **Mobile:** High / Fluent; seeks new tools to help her day-to-day. Uses text messaging frequently, but not high volume.  **Social Networking:** Facebook & LinkedIn, no MySpace; she likes to stay in touch and aware of how her friends and professionals contacts are doing.  **Television Shows:** Biggest Loser, Scrubs, How I Met Your Mother, American Idol, Iron Chef and Ace of Cakes  **Magazines:** Stays current with Celebrity and Parenting periodicals. |