

PRAGMA

by the people. for the people.

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Digital Entrepreneurship | Assignment 1C | 401-402-5230

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Week 1 — 1C: Customer Profiles

Business Description

WHAT WE DO

Pragma is a web and mobile platform where verified, real citizens submit community problems, collaborate on solutions, and have formal policy briefs delivered directly to their elected representatives.

Every member proves their legal identity to join, eliminating bots and fake accounts entirely. An AI layer fact-checks claims and translates legal jargon into plain English.

Your politician's response — or silence — is posted publicly for your entire district to see.

WHAT WE SELL

Free for citizens

Join, participate, build your civic profile at no cost

Municipal contracts

Cities pay for verified public engagement infrastructure

University licensing

Civics education and political research programs

Premium membership

\$9–19/mo for advanced policy tools — like LinkedIn Premium for your civic life (reddit forum style environment translated into civic engagement)

Customer Segments

Two distinct groups we serve — and one we deliberately avoid

01 Ages 25–45

The Civically Frustrated Action Taker

Educated, employed citizens who already try to engage with government — write emails, attend meetings, sign petitions — but keep hitting walls. They haven't given up yet but they're close. Pragma gives them what they've been looking for.

College-educated

Politically active online

Community-involved

Professionally employed

02 Ages 38–58

The Municipal Government Decision Maker

City managers, directors of community engagement, and chief of staffs who need to demonstrate constituent responsiveness. They waste budget on empty town halls. Pragma replaces that with something verified, scalable, and measurable.

Govt or public sector

Budget authority

Results-driven

Risk-aware



Avoid targeting

The Vocal Non-Actor

Politically loud online but never follows through. High complaint volume, near-zero constructive output. Matches surface KPIs but cancels out on every action metric. Wastes moderation resources and lowers platform quality for everyone else.

Rage-sharer/rage-baiter

No community history

High churn risk

Zero conversion

Marcus T. — The Civically Frustrated Action Taker



Represents: Adults ages 25–45, civically engaged, professionally employed, politically frustrated but action-oriented

Demographics

- Age: 34 | Married, 1 child
- Occupation: High school history teacher
- Income: \$52,000/year
- Education: Bachelors in political science
- Location: Providence, RI — owns a home
- Active in neighborhood association

Psychographics

- Believes democracy should work but feels blocked
- Reads longform journalism, policy podcasts
- Values: fairness, transparency, accountability
- Frustrated but not apathetic — still tries
- Organized, articulate, slightly idealistic
- Hobbies: little league coach, local history, volunteering

Buying Habits & Channels

- Reddit political subs, Twitter/X, LinkedIn
- Browses and reads outlets such as The Atlantic, ProPublica, and the local news
- Discovers tools via word-of-mouth & podcasts
- Researches before committing — not impulsive
- Active on Facebook groups & Nextdoor

Content & Messaging

- 'Your signature means something — it's verified'
- Real lawmaker response success stories
- Transparency reports on delivered briefs
- Classroom civics angle — teacher use case
- Tone: serious, evidence-based, never hype
- Show what makes Pragma different from Change.org

Sandra W. — The Municipal Government Decision Maker



Represents: City managers, community engagement directors ages 38–58, public sector, budget authority, results-driven and risk-aware

Demographics

- Age: 47 | Divorced, 2 adult children
- Occupation: Director of Community Engagement
- Employer: City of Cranston, RI
- Income: \$87,000/year
- Education: Master's in public administration
- Location: Suburban, commutes to city offices

Psychographics

- Pragmatic — cares about what works, not ideology
- Risk-averse but open when there's proof
- Values: efficiency, accountability, measurable outcomes
- Reads Harvard Business Review, GovTech
- Professional, detail-oriented, skeptical until convinced
- Hobbies: hiking, local arts, professional conferences

Buying Habits & Channels

- Discovers tools at NLC & ICMA govt conferences
- Reads case studies and white papers
- Relies on peer recommendations from other city managers
- LinkedIn is primary professional platform
- Procurement takes 3–6 months, multi-stakeholder
- Needs a free pilot before signing anything

Content & Messaging

- Lead with ROI: replace \$12k in town halls
- Case studies from other municipalities
- Verified input reduces legal challenges to policy
- Clear privacy & compliance documentation
- Tone comes across as professional, data-driven, zero fluff
- 'Show me the outcomes, not the vision' is the persona portrayed by this profile