

Name

Give your persona a name to improve memorability. Make sure it's a realistic, appropriate name.

KATIE STAPLES



Use case

Where is this persona using your product? Consider the environment and context, and how that affects user's behavior and decision-making.

- SITS ON HER PHONE @ HOME/ WORK

- FOUND IN INSTA-AD



Details

Briefly summarize your persona's motivations, attitudes, personality, and behaviors. Include demographics such as age, gender, occupation, income. Don't get carried away or too personal.

Stick to relevant details.

- 33 YRS OLD
- REAL ESTATE AGENT
- LIVES IN ATLANTA, GA
- \$75K/YR



Goal

Why would the persona want to use or buy the product? What benefit does the persona want to achieve? Which problem does the persona want to solve? What are their pain points?

- BUY/USE HIGH-QUALITY PRODUCTS TO STAGE HOMES
- NEEDS SPECS/DETAILS
- TAKES REVIEWS INTO CONSIDERATION
- WANTS TO BE ABLE TO FILTER BY STYLE/ AESTHETIC (I.E. CONTEMPORARY, MODERN, TRADITIONAL)



Name

Give your persona a name to improve memorability. Make sure it's a realistic, appropriate name.

JEAN BOSCO



Use case

Where is this persona using your product? Consider the environment and context, and how that affects user's behavior and decision-making.

- ON CELL PHONE
- FOUND VIA GOOGLE SEARCH
- ONLY DOES SHOPPING ONLINE



Details

Briefly summarize your persona's motivations, attitudes, personality, and behaviors. Include demographics such as age, gender, occupation, income. Don't get carried away or too personal. Stick to relevant details.

- FREE SPIRIT w/ DIFFERENT DESIGN STYLES
- 35 YR OLD FEMALE
- TEACHER
- \$55K INCOME
- HAS 3 YOUNG CHILDREN



Goal

Why would the persona want to use or buy the product? What benefit does the persona want to achieve? Which problem does the persona want to solve? What are their pain points?

- WANTS TO MODERNIZE HER HOME w/ ECCLECTIC / MULTI-COLOR DECOR
- SHE HAS A LIMITED BUDGET OF \$1000
- SHE DOESN'T LIKE SITES WHERE THE PRICE CANNOT BE FOUND EASILY.
- NEEDS HIGH-QUALITY, AFFORDABLE PRODUCTS THAT WON'T BREAK
- RELATIVELY KID-PROOF



Name

January Serda



Use case

January mainly uses her mobile phone and laptop to shop online. She will be using this product in her upscale, studio apartment. She has limited space, but is always on the hunt for a high-quality, classy product that she can display on her coffee table or book shelf. She is on a budget, but quality is most important to her.



Details

January, 43, is a strong, motivated and dedicated Chief Operating Officer for a non-profit. She makes approximately \$62K USD per year. She is currently a student at the University of Maryland and will soon receive a Master's degree in cannabis studies.



Goal

When she is completing her course work, January likes to be in an aesthetically pleasing atmosphere. Marketplace All provides functional, well-designed products that would make her feel happy and comfortable in her home while she completes her school assignments.



Name

Give your persona a name to improve memorability. Make sure it's a realistic, appropriate name.

ERICA JIMENEZ



Use case

Where is this persona using your product? Consider the environment and context, and how that affects user's behavior and decision-making.

- IPAD
- LIMITED WIFI
- FOUND SITE BASED ON RECOMMENDATION FROM HER SISTER



Details

Briefly summarize your persona's motivations, attitudes, personality, and behaviors. Include demographics such as age, gender, occupation, income. Don't get carried away or too personal. Stick to relevant details.

- PROJECT MANAGER W \$150K INCOME
- LIVES IN COLORADO
- 36 YRS OLD
- VALUES QUALITY
- HAS NO CHILDREN



Goal

Why would the persona want to use or buy the product? What benefit does the persona want to achieve? Which problem does the persona want to solve? What are their pain points?

- JUST MOVED INTO A NEW HOME SHE NEEDS TO FINISH FURNISHING
- SHE DESIRES MODERN, YET CLASSY DECOR TO GO W HER MOUNTAIN HOME
- SHE JUDGES A WEBSITE BY ITS DESIGN & EASE OF USE
- SHE WANTS A PLACE WHERE SHE CAN STORE "LIVED" ITEMS & REFER TO THEM AT A LATER DATE