

Persona 1 - The Budget Buyer

Who		Goal(s)	Barrier(s)
	Name: Jerricka Age: 34 Location: Suburbs Household: 1 adult Education: Grad school	1. To purchase quality bedding that doesn't cost too much money	1. The cost is too much to afford for her budget 2. She wonders if she should keep shopping because there aren't many options in her budget

Persona 2 - The Variety Shopper

Who		Goal(s)	Barrier(s)
	Name: Frankie Age: 34 Location: City Household: 4 people (2 children) Education: College	1. To find the exact bedding they want by choosing from a wide selection of colors, fabrics, and patterns	1. He cannot find options on different types of products 2. The checkout process is confusing and makes the experience worse

Persona images

Select one of the images below to accompany each persona by copying the image and pasting it into the **Who** section of the persona.

