

Understanding the user

- User research
- Personas
- Problem statements
- Storyboards

User Research: Recruitment Plan



The end users of the application are local artists and small artisan businesses looking to expand their visibility across e-commerce websites. We recruited these individuals by attending local markets and contacting small artists we know personally.

User research: pain points

1

Marketing

Many artists struggle with advertising their brand and reaching customers, both online and in person

2

Online Platform Control

Artists feel limited by online storefronts such as Etsy with high fees and oversaturation

3

Income Stability

Sellers at pop-up markets and fairs experience inconsistent sales

4

Business Tools

Many rely on manual methods (e.g., Google Sheets, Excel) for order tracking, sales data, and bookkeeping

5

Community

Artists value in-person interactions and wish to engage with like-minded creators and buyers

6

Order Fulfillment

Handling shipping, packaging, and online order management can be overwhelming, especially for part-time sellers

User Research: Summary



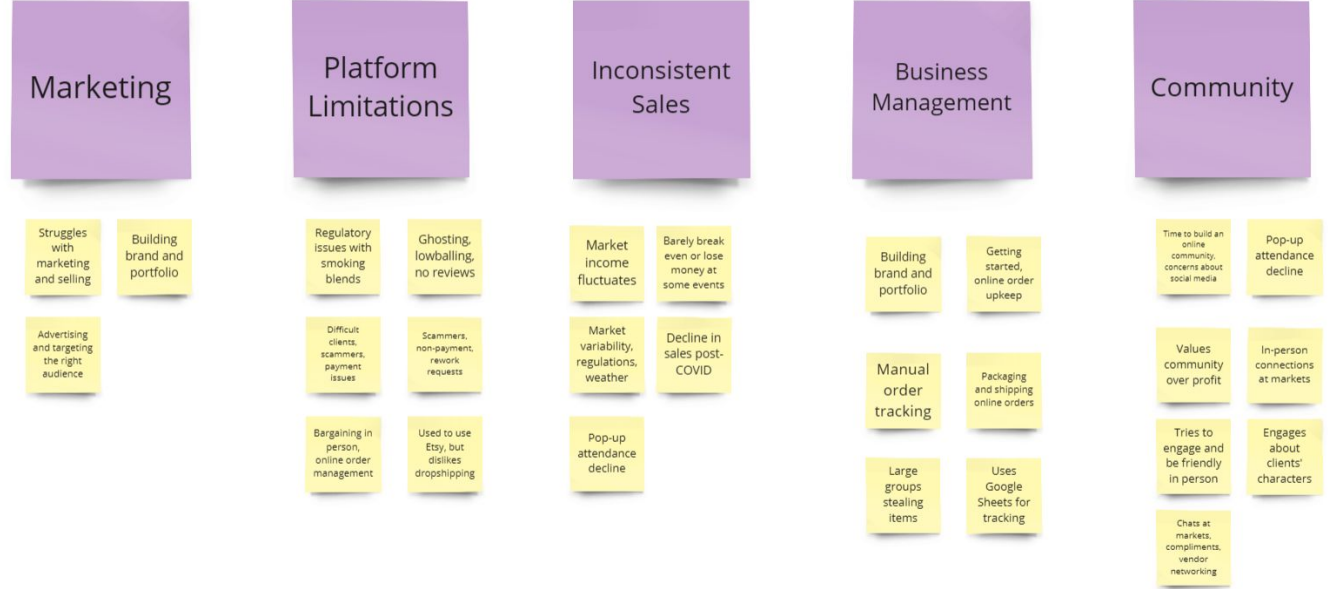
User research utilized a semi-structured interview with seven small artists. We interviewed about their experiences selling their work both in person and online through mediums such as markets and online storefronts.

The study focused its questions on their current selling methods and what they like and don't like about how things are done currently.

[Interview Questions and Notes](#)

Main Themes:

- Marketing
- Platform Limitations
- Inconsistent Sales
- Business Management
- Community



Persona: Sarah M.

User Need Statement:

Bob, an optimistic event coordinator, needs a way to get the word out about his charity events to save our oceans.



Sarah M.

Age: 28

Education: Masters Degree

Hometown: Clearwater, FL

Family: Single

Occupation: Museum Curator

"I love the markets because they're flexible, but it's frustrating when I barely break even."

Motivations

- Wants an easy-to-use online selling platform that aligns with her values
- Prefers in-person events but needs additional sales support
- Desires a local artist community for networking

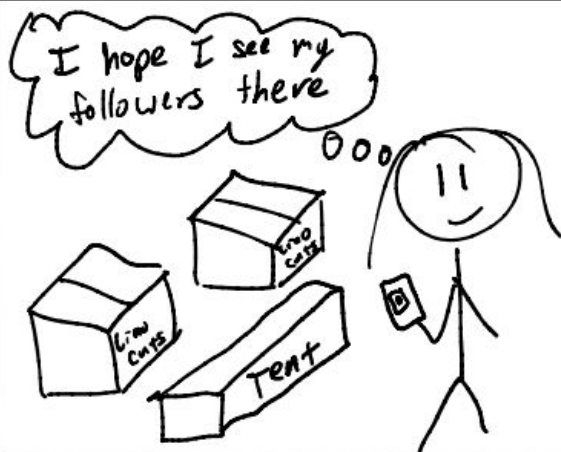
Frustrations

- Struggles with marketing and social media visibility
- Finds Etsy oversaturated and dislikes corporate marketplaces
- Limited time to manage an online storefront

Sarah is an Museum Curator for the Theatre of Memories and creates linocuts as a hobby. She works full time but enjoys selling her work at local markets. She likes meeting people and engaging with the community but struggles to make her vendor fee. She wants to be able to expand online without having a large time commitment.

Scenario: **Sarah M.**

Sarah is a part-time linocut artist, and gets introduced to FrontRunner by a friend at a local market. Intrigued to check out a solution to manage her art sales across in-person markets and online platforms, she quickly sets up her inventory. After syncing her market and online listings, she is pleased to find that the platform simplifies product management, saving her time. With localized marketing suggestions and an integrated inventory management system, Sarah can now focus more on creating art and attending markets while spending less time managing her storefronts.



Persona: Alex P.

User Need Statement:

Bob, an optimistic event coordinator, needs a way to get the word out about his charity events to save our oceans.



Alex P.

Age: 32
Education: Masters
Hometown: Itahari, Nepal
Family: Single
Occupation: Biomedical Researcher

"I'm great at making things but bad at selling them."

Motivations

- Increase online presence and make passive sales
- Learn marketing strategies and brand-building techniques
- Needs help managing orders and customer interactions

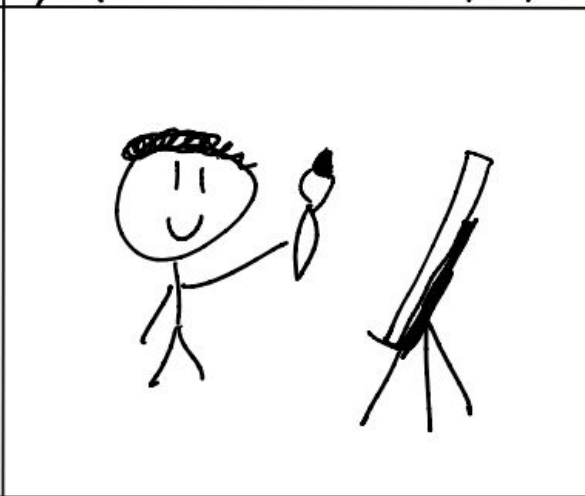
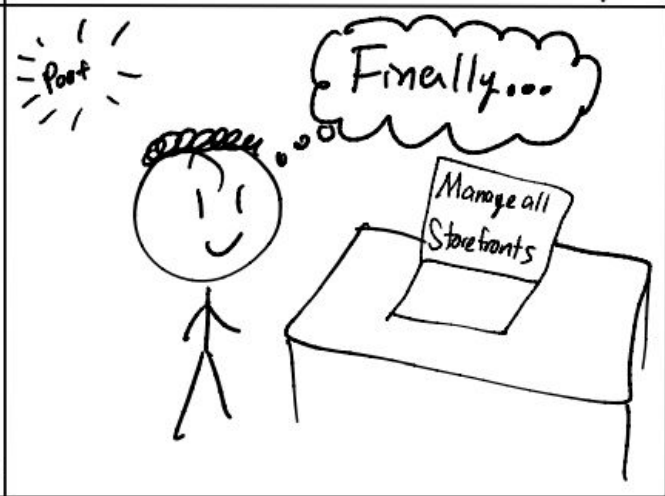
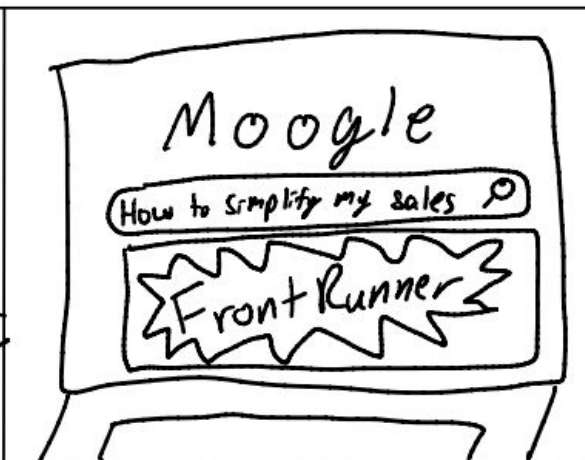
Frustrations

- Struggles with self-promotion and pricing strategy
- Finds fluctuating market sales unpredictable
- Faces occasional theft at in-person events

Alex is a Biomedical Researcher that did their undergrad in New York. Alex is a newer to the area and is trying to sell some of their creations. Alex does enjoy acquiring new hobbies and making new things but needs a way to help fund their future projects. Alex wants to be able to simplify and expand online to allow them to spend more time growing their skillset.

Scenario: **Alex P.**

Alex, a busy Biomedical Researcher, is passionate about art but doesn't want to spend time in marketing efforts, and is frustrated by the constant need to adjust prices in response to market fluctuations. When he learns about FrontRunner and its ability to simplify storefront management, he is eager to try it. His first experience is positive, as the intuitive interface allows him to quickly set up his profile and connect his multiple online storefronts. He can now manage orders and customer interactions seamlessly, and finds that he is spending less time on pricing adjustments by using a single platform. Leaving more room for time spent in his true creative passions.



Persona: Jamie R.

User Need Statement:

Sharion is a music buff that is always looking for the next concert; she wants a way to easily share her next adventure in order to get some of her friends to join the fun.



Jamie R.

Age: 20

Education: Pursuing Bachelor's

Hometown: Golfito, Costa Rica

Family: Married

Occupation: HCC Researcher

"People are generally nice and will help you if you don't know something"

Motivations

- Wants a more secure, structured platform to protect against scammers
- Seeks to automate commissions and payment processing
- Prefers a platform with a supportive artist community

Frustrations

- Clients back out of payments or demand excessive revisions
- Social media platforms limit reach without paid advertising
- AI-generated art concerns and competition

Jamie is a full time medical imaging student doing character art commissions on the side for money. After long day of studying they want to know the extra time spent on work will pay. They are always looking for new places that will allow them to build a community without being drowned out with a constant flood of AI content.

Scenario: **Jamie R.**

Jamie, a full-time medical imaging student, supplements her income with art commissions. She is drawn to FrontRunner for its official sales platform, addressing her concerns about scams on the internet. After setting up her profile, Jamie is pleased to find a supportive artist community, which aligns with her values by helping to counter the flood of profit driven AI-generated content. She is surprised to find how much time she saves on a weekly basis with the platform's storefront management tools and has peace of mind knowing that her listings are backed by a trustworthy system for real buyers.

