

Name -: Anuj Kumar

Location-: Toronto , ON

Age-: 20 years

Gender -: Male

Education-: Pursuing Computer Programming in Georgian college , Toronto

Interests: Arts and crafts, home decor, sustainability

Background: Anuj is a creative individual who values unique, handmade items that add a personal touch to her living space. He has a passion for supporting local artisans and appreciates the effort and craftsmanship that goes into each handmade product. Anuj loves decorating her home with one-of-a-kind pieces and enjoys experimenting with different artistic techniques himself.

Goals and Behaviors:

- He is an avid online shopper and prefers the convenience of browsing and purchasing products from the comfort of his home.
- He seeks inspiration and ideas for DIY projects through blogs, tutorials, and showcases of various handicraft techniques.
- Anuj values sustainable practices and prefers products that are ethically sourced, eco-friendly, and promote fair trade.
- He appreciates detailed product descriptions and high-quality images to make informed purchasing decisions.
- Anuj enjoys engaging with the crafting community, sharing her own projects, and seeking advice from fellow enthusiasts.

Challenges:

- Finding a reliable platform that offers a diverse range of handicrafts, catering to different styles and tastes.
- Ensuring the authenticity and quality of the products he purchases online.
- Staying updated with the latest trends and techniques in the handicraft industry.
- Discovering unique and lesser-known artisans and their work.
- Balancing his budget while still investing in high-quality, handmade products.

