



Persona 1 - The Budget Buyer

Who	Goal(s)	Barrier(s)
 <p>Name: Raj Gosh Age: 27 Location: Suburbs Household: 1 person Education: College</p>	<ol style="list-style-type: none">1. To purchase bedding that doesn't cost too much money	<ol style="list-style-type: none">1. Worried about the durability of low-cost options over time2. Concerned about the quality of bedding bought online

Persona 2 - The Variety Shopper

Who	Goal(s)	Barrier(s)
 <p>Name: Malena Mora Age: 44 Location: City Household: 2 adults, 2 kids Education: College</p>	<ol style="list-style-type: none">1. To find the exact bedding they want by choosing from a wide selection of colors, fabrics, and patterns	<ol style="list-style-type: none">1. Worried they won't be able to find what they want2. Available sort options don't always allow them to filter to the desired degree