# Persona 1 - The Budget Buyer

|  |  |  |  |
| --- | --- | --- | --- |
| **Who** |  | **Goal(s)** | **Barrier(s)** |
| *[Copy an image from the next page and paste it here.]* | **Name:**  **Age:**  **Location:**  **Household:**  **Education:** | 1. To purchase quality bedding that doesn’t cost too much money |  |

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# Persona 2 - The Variety Shopper

|  |  |  |  |
| --- | --- | --- | --- |
| **Who** |  | **Goal(s)** | **Barrier(s)** |
| *[Copy an image from the next page and paste it here.]* | **Name:**  **Age:**  **Location:**  **Household:**  **Education:** | 1. To find the exact bedding they want by choosing from a wide selection of colors, fabrics, and patterns |  |

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# 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.

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