

Primary Audience

Name: John Douglas

Age: 25

Gender: Male (he/him/his)

Occupation: Design Firm Company

Salary: \$70K annually

Background: Working as a designer in a design firm company, Douglas often use physical and digital materials to help push his ideas to his team.

Needs: With many projects he's been assigned to, he needs many art and designing materials and tools to help create his designs.

Pain Points: The issues Douglas is the products he was searching for are the prices of the many items, often being overwhelmed by how expensive the items are.

