



Emily Chen

Design Student

Age: 23 years

Country: Amsterdam, Netherlands

Sex: Female

Education: Student

BIOGRAPHY

Emily is in her final year of a Bachelor's degree in Graphic Design at a local university. She's passionate about visual arts and photography, often seeking inspiration for both personal projects and occasional academic assignments.

GOALS:

- Find affordable, high-quality photos to fuel her personal creative projects
- Build a collection of inspiring images for future reference
- Occasionally source images for university assignments when needed
- Improve her own photography and design skills through exposure to professional work

CHARACTERISTICS:

- Tech-savvy and comfortable with online platforms
- Budget-conscious but willing to invest in quality images that inspire her
- Primarily uses photos for personal creative projects, with occasional use in school assignments
- Purchases photos less than once per month

CHALLENGES:

- Balancing her desire for professional-quality images with a limited student budget
- Finding unique photos that aren't overused in typical student projects
- Justifying purchases for personal use while managing student expenses

PREFERENCES:

- Price range: €10 - €25 per photo
- Looks for artistic, unique images that spark creativity for her personal work
- Prefers a user-friendly website with easy browsing and inspiration features
- Appreciates student discounts or bundle offers

BEHAVIOR:

- Often browses photo websites for inspiration, even when not intending to purchase
- Saves favorite images to mood boards for future creative projects
- Follows photography blogs and social media accounts for visual inspiration
- Occasionally uses purchased photos in her personal design blog and social media content



Marcus Andersson

Marketing Manager

Age: 28 years

Country: Stockholm, Sweden

Sex: Male

Education: Graduate

BIOGRAPHY

Marcus leads the marketing team at a growing tech startup. He's responsible for creating compelling visual content across various platforms.

GOALS:

- Source unique, high-impact images for marketing campaigns
- Maintain a consistent visual brand across all company materials
- Stay ahead of visual trends in the tech industry

CHARACTERISTICS:

- Experienced in digital marketing and content creation
- Has a higher budget for quality resources
- Uses photos for both professional and personal projects
- Purchases photos more than once per month

CHALLENGES:

- Finding fresh, original images that haven't been overused
- Balancing need for high-quality visuals with budget constraints
- Ensuring consistency in visual style across various projects

PREFERENCES:

- Price range: €25 - €50 per photo, sometimes more for exceptional images
- Values exclusive and trendy visuals that align with current marketing trends
- Appreciates a platform with advanced search features and regular new additions

BEHAVIOR:

- Regularly schedules time to browse and purchase photos for upcoming projects
- Uses advanced search features to find specific types of images quickly
- Often purchases image bundles or subscriptions for a steady supply of content



Alex Novak

High School Student

Age: 17 years

Country: Prague, Czech Republic

Sex: Male

Education: Student

BIOGRAPHY

Alex is a tech-savvy teenager who enjoys social media and occasionally dabbles in amateur photography using their smartphone.

GOALS:

- Find free, visually appealing images for social media content
- Learn basic photo editing skills for improving smartphone photos
- Explore photography as a potential hobby without financial commitment

CHARACTERISTICS:

- Digital native, highly active on social media platforms
- Limited disposable income, mostly from part-time jobs or allowance
- Primarily uses free photo resources or takes their own pictures
- Not interested in purchasing photos online

WHY ALEX IS NOT A TARGET USER:

- Lack of purchasing power and willingness to buy photos online
- Preference for free resources and self-taken photos
- Limited need for professional-quality images
- Focus on personal use rather than commercial or professional applications

PREFERENCES:

- Prefers free content or very low-cost options (under €5)
- Mainly uses photos for personal social media posts or school projects
- Favors trendy, easily shareable images that resonate with peers
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Personas target result report

FOCUS AREAS

PRICING STRATEGY

- Offer a tiered pricing system to cater to both budget-conscious students (€10-€25) and professionals (€25-€50).

IMAGE DIVERSITY

- Provide a wide range of unique and inspiring images to satisfy both personal and professional needs.
- Regularly update the collection to ensure freshness and originality.

USER EXPERIENCE

- Develop an intuitive, easy-to-navigate website for quick browsing and purchasing.
- Implement advanced search and filtering options for professionals.

LICENSING AND USAGE RIGHTS

- Clearly communicate licensing terms for both personal and commercial use.
- Offer flexible licensing options to accommodate various professional needs.

MOBILE OPTIMIZATION

- Ensure the platform is fully responsive for on-the-go browsing and purchasing.

CUSTOMER ENGAGEMENT

- Implement a system for users to save favorite images for future consideration.
- Provide educational content on photography and design trends to add value.

AREAS TO AVOID

TARGETING YOUNGER AUDIENCES

- Don't focus marketing efforts on users under 20, as they showed little interest in purchasing photos.

OVERPRICING

- Avoid setting prices too high.

COMPLEX PURCHASING PROCESS

- Don't implement a complicated checkout system that might deter occasional buyers

NEGLECTING PERSONAL USE

- Don't focus exclusively on professional-grade images; remember that personal use is also significant.

IGNORING BUDGET CONSTRAINTS

- Avoid alienating student users by not offering any affordable options.

RIGID LICENSING

- Avoid inflexible licensing terms that might discourage users from purchasing for varied uses.