

### Persona 1: Emily Thompson

- **Name:** Emily Thompson
  - **Age:** 28
  - **Occupation:** Graphic Designer
  - **Education:** Bachelor's Degree in Fine Arts
  - **Family Status:** Single, lives in Portland, Oregon
  - **Goals and Tasks:**
    - Expand her trading card collection with visually appealing and rare cards.
    - Find accessories to display and protect her collection.
    - Connect with other collectors.
  - **Environment:**
    - **Physical:** Works from home; enjoys visiting art galleries.
    - **Social:** Active on Instagram and Pinterest.
    - **Technological:** Uses a MacBook Pro and iPhone; prefers intuitive, visually appealing websites.
  - **Quote:** "Collecting cards is my way of preserving art in miniature form."
  - **Description:**
    - Emily appreciates the artistic aspect of trading cards. She values an easy-to-navigate website with high-quality images and detailed descriptions. She's not highly tech-savvy but comfortable with user-friendly interfaces.
- 

### Persona 2: Michael Rodriguez

- **Name:** Michael Rodriguez
  - **Age:** 32
  - **Occupation:** Software Engineer
  - **Education:** Master's Degree in Computer Science
  - **Family Status:** Married with one child, lives in Austin, Texas
  - **Goals and Tasks:**
    - Build competitive decks for tournaments.
    - Stay updated on the latest card releases.
    - Purchase singles quickly and efficiently.
  - **Environment:**
    - **Physical:** Works at a tech firm; attends TCG tournaments.
    - **Social:** Active in online gaming communities and forums.
    - **Technological:** Uses high-end PCs and Android devices; appreciates advanced features.
  - **Quote:** "Every card in my deck has a purpose, and time is of the essence."
  - **Description:**
    - Michael is a competitive player who values efficiency. He expects reliable customer support and quick access to the cards he needs.
- 

**Name:** Liam Johnson

**Age:** 12

**Occupation:** Student

Education: Middle School, 7th Grade

Family Status: Lives with parents and an older sister in Chicago, Illinois

Goals and Tasks:

- Build a competitive deck to play with friends and in local tournaments.
- Learn strategies and rules to improve his gameplay.
- Purchase affordable cards and accessories within his allowance.

Environment:

- Physical: Attends middle school; visits local game stores and community centers.
- Social: Plays trading card games during recess and after school; enjoys watching online tutorials.
- Technological: Uses a family computer and has a personal tablet; familiar with browsing websites and watching videos.

Attitude towards Technology: Comfortable with technology; expects engaging and interactive content.

Quote: "I can't wait to get that new card everyone is talking about and surprise my friends!"

Description:

- Liam is passionate about trading card games and spends his free time learning and playing. He often looks for ways to improve his deck without spending too much money. Parental approval is important for his purchases, and he appreciates websites that are safe and easy to use.