**Persona Review**

Persona 1: Sam Samson

Sam Samson is eager to explore the world of e-commerce, but he finds it difficult because he doesn't know anything about user interfaces. Sam is excited to start buying online, but he finds it difficult to interact with goods and services. He learns how important it is to have user-friendly layouts, obvious navigation, and captivating images to improve the user experience with every click and scroll. Even if Sam's comprehension may be limited, his perseverance motivates him to investigate and gain knowledge, looking for tools and advice to hone his abilities. As he delves further, Sam tries to close the knowledge gap between his goals and what he currently knows. He wants to design user interfaces that attract visitors and encourage them to make a purchase, which will help his e-commerce ventures succeed. This experience made us think about some simplicity and ease of navigation to cater to some people.

Persona 2: Joseph Janes

As a colorblind user of an e-commerce website, Joseph Janes encounters difficulties when exploring the online marketplace. Because of his illness, Joseph frequently has trouble telling apart different colors and shades which are frequently used to indicate crucial information like product classifications, costs, and buttons. To efficiently browse the website, he mostly relies on alternate cues such text labels, forms, and contrasts. Joseph is an advocate of inclusive design who looks for platforms that put accessibility features like easily adjustable color schemes and high contrast interfaces at the top of the list. Through his experiences, Joseph highlights the importance of accommodating diverse user needs in digital design, advocating for solutions that ensure everyone can fully participate in the e-commerce landscape. This tells us that we need to put in details that separate and distinguish objects and clickable buttons.

Persona 3: Jerimiah De Croix

Jeremiah, a discerning user of an e-commerce website, possesses refined tastes that often lead him on quests for specific, high-quality products. Fueled by his desire for excellence, Jeremiah meticulously navigates through numerous online platforms in search of items that meet his exacting standards. However, his pursuit is often thwarted as he struggles to find precisely what he desires amidst the vast array of offerings. This frustration is compounded when delivery times exceed his expectations, leaving him feeling impatient and dissatisfied. Despite these challenges, Jeremiah remains undeterred in his pursuit of excellence, continuously refining his search criteria and exploring alternative avenues to satisfy his sophisticated preferences. He emphasizes the importance of efficient delivery services in meeting the expectations of discerning customers like himself, underscoring the vital role of prompt and reliable shipping in the e-commerce experience.