**So where are you in your life?**

I’m on my way to move away from home, in my own apartment with my boyfriend. We have some furniture’s we going to bring, but we are also looking for new furniture’s

**When you’re at home, where is your favorite place to be?**

I love to sit in the living room in the couch in the corner at the lamp, so I have some friendly using light when I’m reading a book. It is also the place, where I sometimes take a powernap.

**So, what inspires/or do you look after when buying furniture’s?**

We, or let’s keep it with me, looks after furniture’s which are soft and “user friendly”. I don’t want any fancy stuff, but I want to keep it simple. I’m a big fan of the black and white theme. And as I told you before, I sometimes take a powernap – so the couch would need to fit me in a horizontal position.

**What about the price?**

Since I’m for the first time moving out, then I’m on a budget. I have a work besides my studies, and then I get outliving state education grant. So, the prices must not be too high, it needs to be cheap but with a nice and simple design.

**When you are having breakfast, lunch and dinner – where does it take place then?**

It is always at the dining table, and it always should be. I “hate” people who eats in the couch, because I know there would always be one person, who spills in the couch or at my pillow.

**Persona**

Lisbeth, 22 years

**Background:** Studying, living in the countryside (moving to the city)

**Description:** Lisbeth is studying Multimedia Design and Communication in Denmark, and she is on her 2th semester. Lisbeth loves the design part of the education, and she loves to combine it with her choices of material things.

Besides studying she have a job as a waiter on a restaurant. She has saved a lot of money, so she won’t be missing anything the day she is moving out.

**Goals:**

* She would love, when buying furniture’s that the pictures on the website are nice and clean. She cares a lot about design, so her eyes would hurt – if she sees a messy website. She wants different angels of the furniture’s.
* She has a quiet good saving, so the she is not on a low budget – so it doesn’t have to be second hand furniture’s, or cheap furniture’s.
* She is not the “build it by yourself” type, so she wants it to be delivered as a finished product.
* Quality is really important to her – the stuff she orders needs to be “perfect”.

**Scenarios**

Lisbeth is buying food in her local supermarket for tomoorow, and she thinks about the dinner date, she is having next week. There are 4 people coming over, but right now she only has 2 chairs around her dining table. She needs to buy a new chair, and she writes it down in her notes on her IPhone.

When she gets back home, she goes on the computer and goes to google. She types in the word “furniture” and the homepage “Furniture’s for every occasion” pops op as the first thing. She as the first thing look at the layout of the website, and she likes it. She likes the design, and decides to move further on the website. She goes to the search bar, and types in “chairs”. A lot of chairs pops up, in a random order – but she wants to set some categories. She doesn’t care about the price, but she wants to match it with her other 2 chairs. She set the colours on black and white and then taps “enter”. She then finds the perfedt match for hger two chairs.