

# Cameron Williamson



AGE	27
EDUCATION	Masters in Marketing/ sales
STATUS	Single
OCCUPATION	Graphic Designer
LOCATION	Miami, FL
TECH LITERATE	High

“ I am used to online service and I usually do my online shopping from Instagram.

## Personality

Extrovert

Reader

Spender

Tech-savy

## Bio

has been collecting vintage items for over 3 years. She often looks for rare artifacts and collectibles to add to her collection and to use as teaching aids in her university courses.

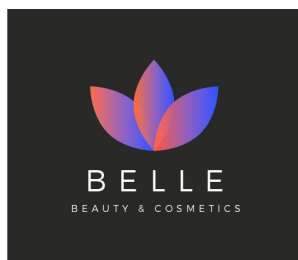
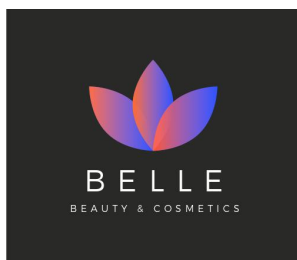
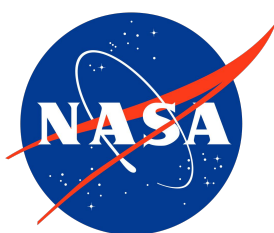
## Core needs

- To find high-quality items at affordable prices.
- To receive alerts on items of interest.
- To have a smooth bidding and checkout process.

## Frustrations

- Personalized recommendations and alerts.
- Efficient and secure checkout system.
- Fast and reliable customer support.

## Brands

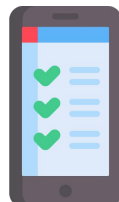


## Payment medium



Digital Payment

## Platform



Mobile App