



Kwame

Age: 25

Education: Master's degree

Hometown: Brooklyn, NY

Family: Single

Occupation: Software Engineer

"I am very passionate about making every single customer feel included in this project."

Goals

- Allow users to have an experience with an AR Try-it-on feature.
- Reach a gender neutral audience without being too plain-jane.

Frustrations

- Wanting customers to be able to interact with the jewelry while browsing
- Worried about reaching a broader audience.

Kwame is a 25 year old male who is a Software Engineer by day and a jewelry designer by night. He has an online boutique through an e-commerce platform, but he is ready to code out the site on his own to customize his desired features. Kwame wants to allow users to have an experience with an AR Try-it-on feature and reach a gender neutral audience without being too plain-jane.



Krystal

Age: 32

Education: No Degree

Hometown: Brooklyn, NY

Family: Married

Occupation: Full-Time Jewelry Designer

“Creating jewelry that my customers will enjoy is my passion, but I have two babies now and I need to develop a balance.”

Goals

- A built in scheduling app that auto-posts products to the app.
- In-app order tracker for ready-made and custom made products.

Frustrations

- Not having enough time to post new products on the app everyday.
- Gaining customers trust with the process of products being made and shipped

Krystal is a stylish 32-year-old mother of 2 twin babies and her main focus is now revolved around the well being of her family. However Krystal wants to continue what makes her happy, running her jewelry business. She wants her customers to feel appreciated and that can trust that their products will get to them in time. She wants a built in scheduling app and a app order tracker for ready-made and custom made products.