Cameron Williamson

Name	Sarah Johnson
Age	35
Occupation	Manager
Location	Sydney

Bio

Lives in a suburban area with her family.
Has a keen interest in home decor and interior design.
Busy professional with limited time to visit physical stores.

Goal

Find inspiration and ideas for home renovation.
Connect with reliable interior designers and contractors.
Easily browse and purchase decor items online.

Frustrations

Overwhelmed by the number of choices online.
Difficulty in visualizing how items will look in her home.
Concerned about the quality and reliability of online purchases.

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

Preferred Features

High-quality images and virtual tours.
Easy navigation and filter options.
User reviews and ratings.
Secure payment options.

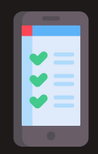
Tech Skills

Proficient in using mobile apps and websites.
Regularly shops online and uses social media for inspiration.

Payment medium

Digital Payment

Platform



Mobile App

Cameron Williamson

Name	Michael Roberts
Age	42
Occupation	Interior Designer
Location	Sydney

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

Tech Skills

Proficient in design software and tools.
Uses online platforms for marketing and project management.

Bio

Has over 15 years of experience in the industry.
Works with a variety of clients, from residential to commercial projects.
Values a platform to showcase his portfolio and attract new clients.

Goal

Promote his design services and connect with potential clients.
Easily manage and share project updates with clients.
Access a wide range of decor products and materials.

Frustrations

Time-consuming to manage client communications across different platforms.
Limited online presence and marketing knowledge.
Finding unique and high-quality items for his designs.

Preferred Features

Portfolio and project management tools.
Direct messaging and client communication features.
Access to exclusive designer collections and discounts.

Payment medium

Digital Payment

Platform

Mobile App