

SWDV 691 Capstone

Professor: Gradecki

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Personas

Person one:

Ashley:

Age: 38

Housing: Home

Marital Status: Married

Kids: Twins

Income: 75K

Household Income: 150k

Job: Head of Marketing

Description: Technologically nifty, loves looking for deals on items. Will spend hours to find the best price. Needs new furniture for her newly born twins. Needs three things, two cribs, and toys for her children to play with.



Person Two:

Dave:

Age: 57

Housing: Home

Marital Status: Married

Kids: Four

Income: 95K

Household Income: 100k

Job: Sales

Description: All four of his kids have moved out and now he and his wife are downsizing to a smaller home as there is no need for this amount of square feet as they both get older. Dave is

looking to get rid of all the extra stuff but he realizes that he might be able to make some money from a lot of the items they have. Dave routinely checks his espn app daily as he is a die-hard sports fan, he also loves all things tech as he has a macbook and apple watch.



Person Three:

Alex:

Age: 26

Housing: apartment

Marital Status: Single

Kids: None

Income: 65K

Household Income: None

Job: Video Editor

Description: Alex has a passion for video editing, so he is always buying new products and testing them out, but Alex has realized that he has an impressive stockpile full of tech he has not used in a long time. He's starting to wonder how much it would be worth if he sold it? Maybe he can get that new camera that has been out.

