



“ I really want to create a lovely home,
with my existing furniture... ”

Daivd Miller

- 👤 28
- 📍 New-York
- 💼 Product Designer
- 🏠 Living with his girlfrind

Bio

Lives in a rented apartment, 2.5 rooms, with his student girlfriend, works in a high-tech job. Likes hosting people. After a long day at work, he likes to throw on the couch with his girlfriend in front of the TV.

Wants & Needs

- Create a cozy atmosphere at home with innovative design.
- Design the house at low investment and without much effort.

Tech

Internet	●●●●●
Social Media	●●●●●
Online Shopping	●●●●●
Gatgets	●●●●●
Early Adopter	●●●●●

Favorite Brands



Frustrations

- Don't want to spend money on interior designer and he doesn't have much time to deal with the design planning.
- He designs his apartment, but he thinks that she can look much better.

TOBI DAY



PERSONA TEMPLATE

AGE 26

OCCUPATION Record Store Manager

STATUS Single

LOCATION New York, NY

TIER Enthusiast

ARCHETYPE The Maestro

Ambitious

Admired

Focused



"If I had a way to share projects and collaborate in real time, that would make my workload so much easier to manage."

MOTIVATIONS



GOALS

- To grow a strong industry reputation
- To build an audio-pro portfolio
- To keep track of everything

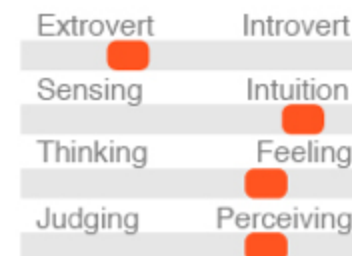
FRUSTRATIONS

- Slow download times
- Data crashes
- Poor communication

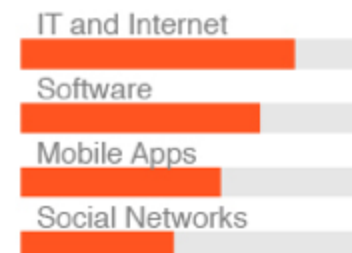
BIO

Tobi has a day job at a record store, but on the side she does all kinds of production work for up-and-coming artists. She never hesitates to learn something new and she often acts as tech support for her friends and clients. She is usually working on a dozen projects at a time and is trying to establish herself in the industry, so she hates data crashes or anything that makes her look bad. Because she works alone and in her home, collaboration is everything.

PERSONALITY






TECHNOLOGY





JOSH HUTCHINS

"The book is way better than the movie."

-  **Age:** 26
-  **Location:** Boston, Massachusetts
-  **Occupation:** Software Engineer
-  **Income:** More than \$85k
-  **Status:** Single

By day, Josh is a software engineer. In his spare time he enjoys **diving into a good book** or **enjoying the occasional beer with his buddies**. He's not one for the outdoors, but you'll likely find him posted up in a cafe.

GOALS

- Discovering new books and authors to read
- Finding unique stories

PERSONALITY TRAITS

- Passionate** 
- Motivational** 
- Introverted** 
- Learning** 

FRUSTRATIONS

- Finding space for new book
- Keeping track of different series

PREFERRED BRANDS AND INFLUENCERS

amazon

goodreads



Coffee Shop Marketing Persona



Sarah Student

"I need to be able to go somewhere to relax, re-focus, and get inspired without breaking the bank."

A DAY IN THE LIFE OF SARAH

- Early mornings, late nights describes her daily routines, so she lives on coffee
- She goes to school all day, studies at nights and works freelance jobs
- She has a cat that keeps her grounded with a sense of responsibility
- She's a carefree college student
- Her house is never in order, her fridge is empty and she's always buried in a book or her laptop
- She takes the train and Ubers everywhere

BACKGROUND

- 20 years old
- Single
- Lives in San Francisco, CA
- Full-Time Interior Design Student, Part Time Worker

FINANCES

- Household income of \$30,000
- She's super conscious about what she spends her money on
- Prefers to use her credit / debit cards

ONLINE BEHAVIORS

- Facebook is her life-line
- Active on Twitter, Instagram, and Pinterest
- Looks for coupons and good deals on cool, new experiences or restaurants

WHAT SHE'S LOOKING FOR

- A place to de-compress after a hectic week
- A quiet place to study where she's not distracted by her messy room
- A good deal to make her feel better about purchases
- A sense of stability in her chaotic world
- Cool, new experiences or adventures

WHAT INFLUENCES HER

- Her friends and colleagues
- Magazines, blogs, articles, and design publications

BRAND AFFINITIES

- Starbucks, H&M, Forever21, American Eagle, Target

HOPES & DREAMS

- Become a reputable interior designer
- Travel the world
- Have the flexibility to be able to pick up and go as she pleases
- Not have to worry about finances

WORRIES & FEARS

- Not being able to pay her bills
- Getting stuck somewhere and not being able to travel
- Not having enough time with her cat
- Not being able to pay back her school debt

MAKE HER LIFE EASIER

- Funky atmosphere that's inviting and relaxing
- Deals and coupons
- Provide a job-board inside the coffee shop for freelance jobs
- Cozy seating with plenty of charging stations
- Order drinks to-go online or through an app
- Social media engagement incentives for discounts



Nerdy Nina

"The book is way better than the movie!"

#booklover

#bookaddict

#booknerdproblems

DEMOGRAPHICS

Age: 25
Location: Sao Paulo, Brazil
Education: Software Engineer
Job: Q/A at Indie Game Company
Family: Lives with her boyfriend

TECH

Internet
Social Networks
Messaging
Games
Online Shopping



GOALS

- Discovering new books / authors to read
- Finding unique stories
- Cataloging book collection

FRUSTRATIONS

- Keeping track of different series
- Forgetting a book launch date
- Finding space for more books

READING HABITS

- Fast pace reader
- Never lends books
- Likes hardcovers and boxed collections
- Pre-order books to get them first
- Reads eBooks, but prefer physical copies
- Always finishes a book
- Loves binge reading and re-reading

FAVORITE BOOKS



American Gods
Neil Gaiman



Harry Potter
J.K. Rowling



Ready Player
One

BRANDI TYLER

MUNRO
AMERICAN

PROFILE Narrow Feet

GENDER Female

AGE 36

LOCATION Los Angeles, CA

OCCUPATION Receptionist; \$38k

MOTIVATIONS

Brandi gets very emotional about shopping for shoes in retail stores because she rarely can find a pair that fits her narrow feet. Recently, she's turned to online shopping to avoid the hassle of shopping in stores. Brandi found Munro after Googling "narrow width shoes" and reading other reviews online about the company.

GOALS

- Needs an SS (4A) width shoe
- Would like to purchase several pairs to fit occasion, style, and color
- Hoping to find that she doesn't have to sacrifice style or options when searching by fit

FRUSTRATIONS

- Not being able to filter available shoes by width
- Getting far fewer options when she applies width filter
- No other recommended shoes when she's looking at a pair she particularly likes

REAL MUNRO CUSTOMERS

"My whole life has been a choice between fit and style - when I was younger, I went for style & my feet killed me. As an adult, I tried for fit & the styles were for 95 year olds. This shoe is the 1st time I could get both."

"I wear a 4A and I have struggled my entire life finding shoes narrow enough for my feet and more so in recent years. I stumbled onto this Munro brand sandal and was shocked to find it comes in up to a 4A width and it actually fit and is like wearing a glove! I now have two pairs in different colors."

"Love these slides so much I went out and bought two more pairs. I have very narrow feet and they fit perfectly. They're very stylish and I get compliments whenever I wear them."



"It's SO difficult to buy shoes that fit my feet."