

Persona 1

Name: Eunice

Age: 26

Location: Boulder, CO

Personality: Empathetic, outgoing, adventurous

Passions: Nature,

Motivation: Cares about the environment. Likes to buy eco-friendly products. Wants to leave the world a better place.

Biography: Eunice is a graduate from the University of Colorado in Boulder. She works hard to be eco friendly and reduce her carbon footprint.

Frustrations: She wants to use her buying power to support eco friendly products and businesses, but cant figure out which ones to support on other platforms



Persona 2

Name: Chauncey

Age: 35

Location: Calgary, AB

Personality: grumpy, loyal

Passions: Finding high quality products, fisher, plays hockey with friends and family.

Biography: Chauncey has spent his whole life with the goal of finding high quality products from businesses that share his passion for fair pricing and fair products.

Motivations: Doesn't want to be ripped off by big businesses. Wants to find a small business he can connect with.

Frustrations: Hates big chain businesses. Feels ripped off by the big businesses. Wants to support local business over corporations but has a hard time finding which ones to support.



Persona 3

Name: Sara

Age: 54

Location: Seattle, WA

Personality: Kind, inclusive

Passions: community engagement, education.

Biography: Sara is a local small business owner with a passion for supporting the community and their values. She runs a program for youth in the community to help them develop skills and creativity to help them become entrepreneurs.

Motivations: Uplift the community through quality service and support for

Frustrations: People wish they had known about her business, but didn't find out until they had already been to a larger store. Wishes there was a way people find local businesses and connect with them rather than being swept up in corporate advertising.

