

Persona



Expressionist

GOAL

Harmonious colors and design through out the house

Personalize their home décor

Purchase unique and high-quality products

NEEDS

Be able to imagine new layouts and design for their home

A guide to show them how to start

Find inspirational ideas

FRUSTRATIONS

Overwhelming process of choosing products in-store and online

mix and match colors

Restricted budget to accessorize empty spaces in house

BEHAVIOURS

Follow home decorating shows in HGTV

Online shoppers

Willing to experiment