

## Client

Maymooth furniture is a new business that is selling affordable high-end stylish furniture made in United states.

## Persona

Katherine is 55 year old. She is married and her children are at university. She is an executive at the local offices of a international medical device company. She earns a \$110k/yr. Katherine is updating the furniture at the four bedroom family. She loves browsing for ideas. home.

## Problem Solving

Maymooth furniture is a new business that aims to target trust on style & quality at reachable cost providing easy delivery and returns without hassle.

## Goals

To build an e-commerce website for people to browse & purchase furniture for home delivery.  
-Achieve luxurious quality product at affordable price.

## Colors

