Personas

Jordan

Sophia Roberts is a 20 year old student at the University of Puget Sound. She is a theater major, and a hard-working student who does well in her classes. Aside from theater, she is also an artist, and takes commissions for her art. Before college, she had gained a reputation for her art through word of mouth at her high school, but since starting college, she has been looking for something more official that allows her to get word out more easily. She isn't interested in selling to random strangers, so has been looking for a site that allows her to make her work better known in the campus community.

Quinn

Sam Howard is a 19-year-old college student with the standard technical skills of someone in her generation. She goes to a small liberal arts school in Washington, but is from the East Coast. In her free time she likes to sell stickers to fellow students. She wants a way to get more customers other than word of mouth.

Spencer-

Holly Richardson is a 21 year old student at the University of Puget Sound. She is a business major and is an A and B student and she also works part time at Target. Holly is very into fashion and is constantly buying new clothes, this also means she has a large collection of clothes she doesn't wear anymore. She is interested in selling off her old clothes and she has tried sites like facebook marketplace and eBay. The problem Holly has with these sites is having to deal with random people that she has no affiliation with. She has been looking for a more personal online group within her community to sell her clothes.

Elias-

Eric is a 20 year old college student from Los Angeles. He enjoys designing clothes and showing his designs to his friends. His clothing designs are often inspired by fashion trends at his university. Friends often ask to buy his clothes, and he is hoping to increase production. He currently has sold several shirts and hoodies, but he wants to make his brand available to a larger market. He doesn't have very advanced technical skills, and he wants an easy way to make his clothing more well known in his local community.