

## Personas

Customers:

(Brand Loyalist)

Name: Raymond

Age: 29-35

Overview

Brand loyalists know exactly what they want and where they want to get it from. They have set patterns in what they want to buy and where.

Background:

- Retail manager position.
- Bachelor of Arts Degree.
- Lives in 2-bedroom apartment.
- Looks to social media and YouTube to get news updates and information.
- Income \$42,000 – \$65,000.

(Organized Shoppers)

Name: Megan

Age: 34-40

Overview

Organized shoppers know exactly what they need. They usually have timed schedule and have a budget. They are great planners and do not like to waste any time.

Background:

- Business and marketing position.
- Business Management Degree.
- Engaged mother of 3 children.
- Lives in 2000 feet square home.
- Attends charity events.

Employee:

(Dedicated Worker)

Name: John

Age: 35-42

Overview

Dedicated workers are workers that are invested in their job and company. They are reliable, engaging, and observant when it comes to the work environment.

Background:

- A couple college courses.
- Married with 2 children.
- Nominated multiple times for employee of the month.
- 1700 square foot home.
- Constantly thinking how to put the customer first.

Employee:

(Manager)

Name: Christopher

Age: 38-45

Overview

Managers oversee the company's functions and operations. They will be the one's that benefit the most from the stretch feature of inventory counting.

Background:

- Degree in communications.
- Separated father on 1 child.
- Very observant.
- Apartment in the county outside the city.
- Really good with numbers.