

Personas for Memento Mori Studio

Presented in with Usability and Marketing Analysis to
Michael Holland



Ben

Age: 32

Occupation: Civil Engineer

Residence: Queen Village

Scenario:

Ben's parents are retiring and moving out of their home and relocating to North Carolina. Ben wants to give a meaningful retirement gift to his parents who bought their home over 30 years ago. Ben knows about Memento Mori through social media.



Karen

Age: 47

Occupation: Event Planner

Residence: Drexel Hill

Scenario:

Karen's husband recently received a promotion and their family will be moving to the West Coast. Karen would like to document the home where they raised their children. She searched for "fine art home photography Philadelphia" and found Memento Mori.