

User Persona 1: International Parent

Name: Mrs. Liu Wen

Age: 45

Location: Guangzhou, China

Occupation: Financial Analyst

Income: ¥350,000/year (~\$66,000
CAD equivalent)

Family: Married, one child, daughter
(18) starting first year abroad at
University of Toronto

Background:

Mrs. Liu's daughter, Emily, is moving to Canada to attend university and will live in a dorm for the first time.

Mrs. Liu wants to ensure Emily is comfortable, safe, and well-prepared, from halfway across the world. Since they can't bring everything in suitcases, Mrs. Liu is looking for a reliable Canadian ecommerce website that can deliver essentials directly to Emily's dorm before/shortly after arrival.



Goals:

- Buy all dorm essentials from abroad and have them delivered to the dorm
- Avoid Emily needing to shop for basics alone in an unfamiliar country
- Choose products that are good quality, practical, and easy to use
- Save time and avoid worrying about customs, shipping issues, or local store stockouts

User Persona 2: First-Year Residence Student

Name: Jason Patel

Age: 19

Location: Montreal, QC, Canada

Occupation: Full-time University Student (Year 1)

Income: Part-time barista (~\$5,000 CAD/year)

Family: Only child; parents live out of province

Background:

Jason is preparing to move into on-campus housing at a large university far from his hometown. He grew up in a small community where everything was within walking distance, so planning for city living and mastering the public transit system feels daunting. Between his heavy coursework load and evening shifts at a busy café, Jason values anything that saves him time and hassle. His future dorm room will be compact, with limited storage and shared laundry facilities, so he needs well-organized essentials that won't clutter the space.



Goals:

- Order all dorm essentials (bedding, desk lamp, small storage) in one transaction
- Be confident that everything will fit his specific room layout and outlet types
- Keep spending within a tight student budget
- Simplify move-in preparations so he can focus on settling in and starting classes

User Persona 3: My Dorm Store Team Member

Name: Emily Wilson

Age: 26

Location: Toronto, Ontario, Canada

Occupation: Website Developer

Background:

Emily is a junior website developer involved in managing My Dorm Store's website. Although her job title suggests a technical role, she doesn't have a strong background in programming or computer science. She learned most of her work by self-teaching and online tutorials, and she relies heavily on user-friendly interface and tools to manage the content, update product listings, and check basic site data.



Goals:

- Easily add or edit products, such as updating prices, images, or stock levels.
- Quickly access website data without needing to check the database.
- Use a simple and intuitive dashboard that doesn't require advanced technical skills.