

Personas



Wilson Walsh

Fifty-two year old Wilson lives with his wife and teenage disabled son. He was a very successful chemist but ended up being a highschool chemistry teacher for the majority of his career. He recently quit his teaching job and started a small retail company to help with the family finances.

His business depends heavily on customer satisfaction for sales growth. He has an online storefront and a few social media accounts for advertising purposes, both of which his family helped set up. However, Wilson has trouble navigating social media and often asks his son for help. Wilson wants an easier way to look at

customer reviews without constantly relying on his son for help.



Emily Cho

Twenty-two year old Emily is a recent university graduate majoring in fashion. She created her first social media account in middle school and has been interested in fashion ever since. While shy in real life, she is very outgoing and involved in the online fashion community.

As a recent graduate, she started to focus on being an online content creator full time. She has accounts on various social media platforms such as Instagram, Youtube, and Tiktok. As a part of her work, she has to keep up with trends in the community in order to create relevant content for her followers. However, constantly switching

between platforms and sifting through troll and hate comments to find relevant feedback is tedious. Emily would like a more convenient way to review audience feedback.

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