Personas

**Brand Persona**

Independent Onion’s brand persona will consist of:

* Purchasing and selling onions with ease
* Simplicity and ease of use
* Accessibility and from any location and any device
* 24/7 availability

Our brand persona taps into the niche market of onion dealing. Our primary target audience is food enthusiasts, though we also aim at the general public provided that they wish to acquire onions, and also businesses that wish to acquire ingredients. This leaves it open for business to consumer and business to business transactions to take place. This will be considered throughout the development of our site and implemented into the final build; a fully functional e-commerce website.

**User Personas**

As outlined in our user stories, multiple types of user will use our site, which naturally results in multiple user personas. In the broadest sense, these personas are the seller persona and the customer persona.

**Seller Persona**

As the name implies, this persona will be for the users that wish to sell onions. This persona is demographically inclusive, but will, to an extent, be limited by age due to legislation regarding online transactions. Any amount of onions can be sold by the seller, be that number as small as one or as large as eight hundred, thus appealing to small and large onion vendors.

**Customer Persona**

The customer persona will include anyone that wishes to purchase onions, with an emphasis on those interested in the more luxurious onions. This type of person would be a lover of food and likely enjoy cooking; onions can be acquired from any supermarket, but as our sellers deal in rarer and exotic onions this persona would be intrigued. As this person could be from any background with any level of knowledge we aim to make the website accessible and user friendly and include a search function to make the acquisition of onions easier. The customer should leave the website with their onion needs fulfilled. The customer would also be roughly eighteen years of age; it is unlikely that people cook themselves prior to this, and legislation encompassing online transactions would cause further limitations.

**General comments**

All personas should have a personalised experience. The website will feature custom messages to the user depending on the time of day that will also include their name. For example, if the user’s name is Jeff, and he logs into the website on a morning, he will receive a message that states ‘good morning, Jeff!’.