



**Persona Type: Casual Website User**

**Name: Jessica Owens**

**Age: 31 years old**

**Location: South Carolina**

**Technical comfort: Uses a smartphone daily**

**Job Title: Customer Service**



Feel free to doodle!

## Back story

Tell us a bit about their lives

- Single with one dog
- Loves making jewelry
- Enjoys walking her dog at the beach
- Frequently works overtime
- Sells her jewelry occasionally for some extra cash

## Motivations

What concerns do they have? Why do they need this website/service? How have they found or heard about the website?

- Found the website via Google
- Wants more places to sell her jewelry
- Wants resources for places to get cheaper/free jewelry making supplies

## Frustrations

What's stopping them from choosing the service/website or annoying them?

- Does not have a lot of time to browse through the supplies to find what they're looking for
- Hard to find things in general due to cluttered interface
- No option to add more than one of the same item - required to create a new listing

## Their ideal experience

Their story including features and content which will help them have a great experience

- Easier, clearer navigation
- More options to filter searches
- More white space between everything
- Larger text
- Option for inventory

## Quote

Sum up their experience with the website/organisation/service. Positive or negative.

“

**I can't find anything on here.**

”

# Scenario

## Background

Jessica is a 31 year old single woman in South Carolina. She has one dog who she loves to go to the beach with, and she works in customer service. She often has to work overtime to afford things, and is stressed out as a result. She enjoys making jewelry, which lowers her stress levels, and sometimes sells her jewelry for some extra cash.

## Objective

Jessica's objective is to eventually be able to work fewer hours by making more money from her jewelry. To do that, she is trying to find places where she can get cheap or free jewelry supplies, so she ends up with a higher profit. She's also looking for more places to sell her jewelry, in order to expand her reach. She is hoping to find a website that is easy to use, and ideally allows her to do both things at once. She would prefer to keep things simple, as she does not have much free time and would rather not spend what little she has trying to figure out complicated websites.

## Narrative

Jessica visits Craigslist and is immediately frustrated by the layout, as it is difficult to navigate. She first attempts to find craft supplies, but it takes her a while to find the right section, and when she gets there she is overwhelmed by the options. She wants to filter them, but the filtering options are minimal. She notices that there is no way to filter between craft supplies and finished crafts, let alone different types of crafts. She decides this site will take much too long to find the things she needs and chooses to look somewhere else.