

MRS. JOHNSON



QUOTE:

"Creativity comes from consistency and output. So keep going!"

BIO:

Mrs. Johnson has been a self starter for 15 years and has recently started using Shopify for her pottery supplies store. She isn't afraid to take on new challenges but having intuitive tech that minimizes the friction of starting out is an advantage. She wants to be effective with her time and make the decisions as quick as possible to see how the results impact her business. Not a lot of time for a social life as her passion takes over and would rather enjoy a short action movie; wouldn't even make it a quarter of the way through a Star Wars Movie.

BEHAVIOURS:

- Willing to put in the hard hours to get done whatever needs to be done.
- Uses pinterest to stay up to date on trends and tools used by pottery gurus.

GOALS:

- Always delivering quality products
- become an expert on the proper tools for various pottery tasks

Pain Points:

- Having to track manually new products from different suppliers
- She can't make reviews on tools that are new or prototypes sent to her

BRANDS:

