

Understand the User (Movie awards for entrepreneurs)

- Entrepreneurs that like movies but don't usually have time to look at movies.
- The ability to make quick decisions. (Suggestion: a design that is intuitive and has clear simple layout to cater to individuals that see everything out in front of them)
- Inventive and idea crunchers; started from nothing and creating something useful
- Curiosity and continuity of learning. (Suggestion: interfaces that cater to a curious mindset, show some yet not everything. A curious nature to "see what happened")
- Charisma for those entrepreneurs, that have more of a sales mentality, allows for openers and sociability
- Getting a lot done in little time with the resources they have. NOT afraid to break some rules in order to attempt to get to a new goal.
- Not afraid to stand out from a crowd and not to follow the norm
- Fearless when taking on new challenges even if failure presents itself there is little hesitation to get back up and move forward
- Logical planning and process oriented individuals that take in other factors (Suggestion: a trending or popular page that shows leading movies could help these individuals analyze the current climate and make decisions)

Understanding the brand

- Shopify strives to make commerce better for everyone.
- Shopify wants to remove the hassle and complications of managing an ecommerce website: so businesses can focus on what's most important to them.
- Simplicity and efficiency are core concepts
- Creativity
- Speed or precision
- Learning and growth
- Diversity for an inclusive culture
- Freedom of self; autonomy
- Fast growth to make a lasting impact