



## Sue Rogers

“I am most excited about choosing the right materials to bring personalized crafts to life.”

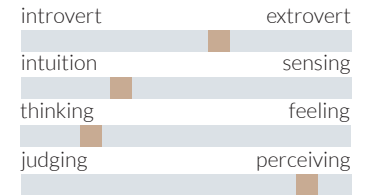
### Biography

Sue has always loved crafting and working with a dull needle. At 15, she started selling a few of her customized purses in a local store on consignment. Sales of those purses eventually led her to list her products on Etsy and her business career took off. From purses to accessories, Sue believes in providing high quality products for her customers. To ensure that, she partners with local businesses, attends trade shows and conducts research on finding the right materials for each of her products. Currently, Sue is looking to expand her crafting business.

### Demographics

Age 32  
Gender Female  
Occupation Etsy Shop Owner  
Salary \$45,000  
Location Asheville, NC

### Personality



### Needs

- Providing only high quality materials to be used for products
- Finding trusted online and local businesses to buy materials from
- Research-savvy
- Provide best customer service

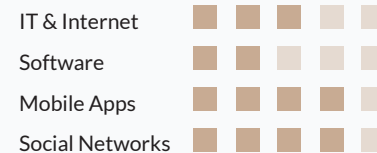
### Goals

- Choosing the right materials from an online business
- Successfully order from an online business
- Partner with other businesses
- Expand business

### A Typical Day

Sue likes to start her day early. At 5:30 a.m. you can find her at her favorite coffee shop browsing through the Internet with her laptop. She dedicates about 2 hours just doing research on some materials she currently does not have in stock. Sometimes longer because some items are hard to find or are out of stock. Before returning to the shop, Sue likes to visit some of the local businesses she buys from for her products. She asks about certain materials and products they have, current or new. From 8:30 a.m. to 5:30 p.m., Sue works diligently on her craft with breaks in between all while taking a few phone calls from customers. Sue ends her day with a nice dinner with friends before heading home and cuddling with her dogs.

### Technology



### Challenges

- Dealing with businesses who lack in communicating product information and/or service
- Shopping process from online businesses are long and complicated
- Some product information are not accurate or updated enough

