

Hannah Kim, 19



Gender: **Female**
Age: **19**
Education: **UC Berkeley**
Occupation: **Undergraduate student**
Location: **Berkeley, CA**

- Preferred Channels**
- *Online Services* - Ikea, Facebook Marketplace
 - *Online Resources* - Youtube videos, review blogs
 - *Social Circle* - Advice from friends (word of mouth)

Goals

- Finding furniture pieces that are **affordable yet high quality**
- Finding furniture pieces that fit into her **room aesthetic**
- Finding furniture pieces that can **optimize the space** in her small dorm room and is easily **transportable** between locations

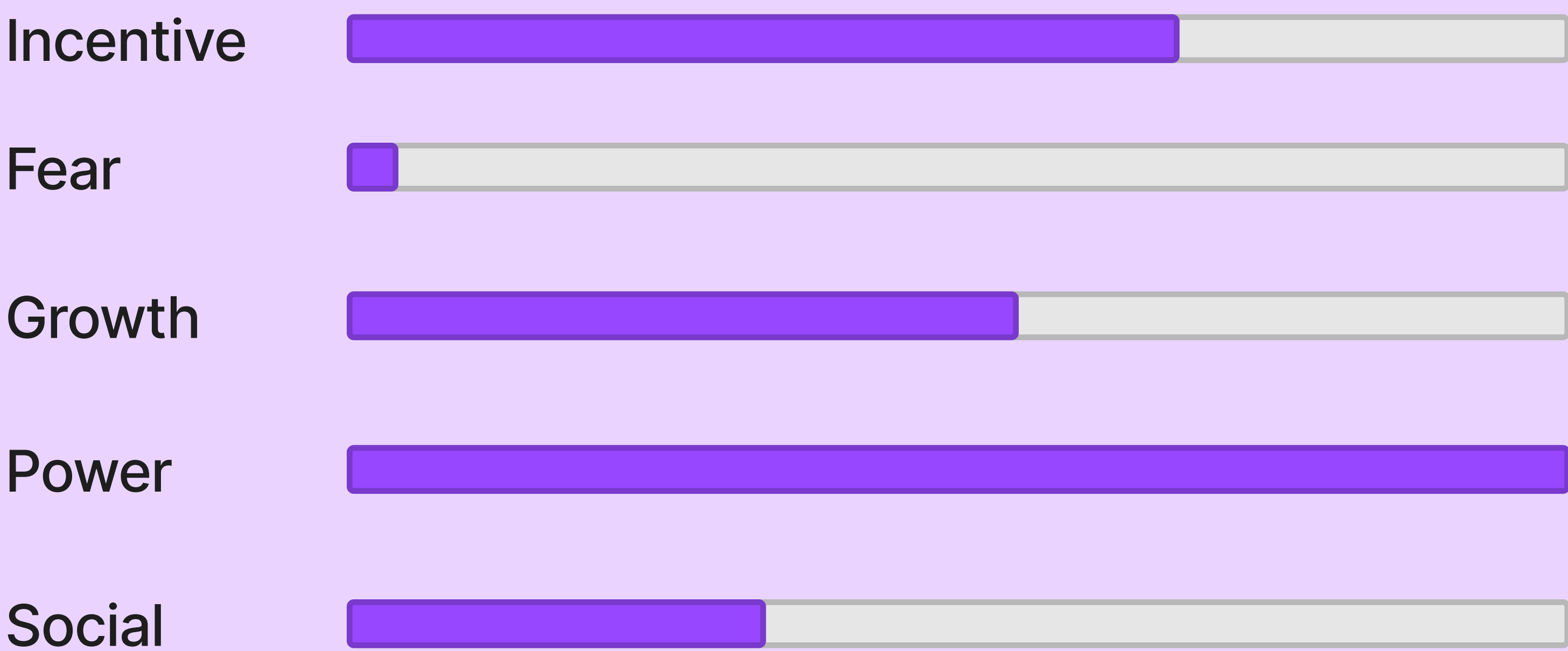
Frustrations

- Having **limited transportation** options for larger objects
- Having a **small room** that limits options for furniture
- Having **limited funds**, restricting her from buying new furniture

Biography

Hannah is currently an upcoming sophomore studying at UC Berkeley; she plans to live **off campus**, and is in the process of trying to furnish her room and her shared living room. She has a **smaller budget** than her housemates, but still wants to keep her room **aesthetically pleasing**. Currently, she finds it really frustrating to find furniture that is **both inexpensive and functional**. Her key concerns are optimizing her living space and being able to transport furniture she finds into her apartment. She is an international student and **doesn't have a way to transport** heavy items.

Motivations



User Quote

“I would really love to **yassify** my room with quality furniture, but at a **low price**.”

“As an international student coming from poverty, I already have to **pay insane amount of fees** to attend the university, despite my scholarships. It is often difficult for me to finance any necessities and I am starving daily and I want **power**.”