



"Time and money is of essence to me because I'm a small business owner and parent. I want to get the most bang for my buck."

AGE 25

JOB TITLE Small Business Owner

STATUS Married

LOCATION Elgin, Texas

INCOME \$40-\$50K/year

AMBITIOUS

MAXIMIZER

DEDICATED

HARD-WORKING

FAVORITE BRANDS



USER PERSONA

Brianna Rainey

ABOUT

Brianna Rainey is a married 25-year old parent and she owns a small business as a coffee shop owner in a rural area. She has always dreamed of owning her own business as a child. Due to living in a rural area, her access to certain items are limited - but shopping online has allowed for her to have greater access to items. Delivery to rural areas are more costly than delivery to urban areas - but because she's an Amazon Prime member, she has collectively saved money by being a member. Time is also of essence to her so finding the best products at the best prices is also a priority for her.

GOALS

- To get the best products at the cheapest prices to yield more profit from her business
- Find products easily in the least time possible.
- Identify products that quality for Amazon Prime shipping with a guaranteed delivery day and time
- Easily explain her design ideas to other designers, researchers and engineers

PAIN POINTS

- Has to find products at the best prices. Would rather see comparable prices from other competitors in one place.
- Finding reliable reviews on Amazon. (Which reviews are paid or from user-verified accounts?)
- Not being able to easily log-out of her account from the Amazon App

NEEDS

- Find products that will ship to her area (rural area)
- Needs products to be easy to find by using the filters
- Needs to be able to easily log-out of her Amazon account because she has a shared Prime account with other family members.

PERSONALITY

