# Persona 1 - The Budget Buyer

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| **Who** |  | **Goal(s)** | **Barrier(s)** |
|  | **Name:** Raj Gosh  **Age:** 27  **Location:** Suburbs  **Household:** 1 person  **Education:** College | 1. To purchase bedding that doesn’t cost too much money | 1. Worried about the durability of low-cost options over time 2. Concerned about the quality of bedding bought online |

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# Persona 2 - The Variety Shopper

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| **Who** |  | **Goal(s)** | **Barrier(s)** |
|  | **Name:** Malena Mora  **Age:** 44  **Location:** City  **Household:** 2 adults, 2 kids  **Education:** College | 1. To find the exact bedding they want by choosing from a wide selection of colors, fabrics, and patterns | 1. Worried they won’t be able to find what they want 2. Available sort options don’t always allow them to filter to the desired degree |