**User Persona: Olivia Carter**

**Photo:**  
[Insert a photo of a woman in her mid-30s, possibly a professional headshot or a lifestyle image that reflects her interest in handcrafted goods and digital marketing.]

**Demographic Information:**

* **Name:** Olivia Carter
* **Age:** 34
* **Location:** Portland, Oregon
* **Occupation:** Digital Marketing Consultant
* **Archetype:** Conscious Gifter

**Summary:**  
Olivia Carter is a 34-year-old digital marketing consultant living in Portland, Oregon. As a conscious gifter, she values meaningful, handcrafted items that align with her ethical standards and can be gifted to others with a personal touch. Olivia is deeply committed to supporting local artisans and sustainable practices. She often discovers products through social media, particularly Instagram and Pinterest, and appreciates the visual storytelling aspect. Her decision-making process is heavily influenced by the transparency of the sourcing and production process, as well as the authenticity and story behind each product. Olivia seeks a seamless shopping experience with clear product descriptions, high-quality images, and trustworthy reviews.

**Goals:**

* To find unique, handcrafted gifts that reflect her values and the recipient's interests.
* To support local artisans and sustainable practices.
* To ensure transparency and ethical standards in her purchases.
* To have a seamless and trustworthy shopping experience.

**Frustrations:**

* Lack of transparency in the production and sourcing process.
* Difficulty in finding products that align with her ethical standards.
* Inconsistent quality and craftsmanship across different sellers.
* Limited options for personalized recommendations.

**Motivations:**

* A strong desire to connect emotionally with the products she purchases and gift.
* A commitment to ethical consumption and supporting sustainable practices.
* The excitement of discovering new artisans with compelling stories.
* The need for a shopping experience that is both seamless and trustworthy.

**Shopping Behavior:**  
Olivia spends a significant amount of time researching artisans and their stories before making a purchase. She looks for products with detailed descriptions and high-quality images, and she checks reviews and ratings to ensure product quality and seller reliability. Olivia uses social media platforms like Instagram and Pinterest to discover new artisans and handcrafted items. Her shopping behavior is driven by her values, and she is willing to invest time in finding the right product that tells a story and is ethically sourced.

**Preferred Devices:**

* Laptop
* iPhone

**Preferred Features:**

* Detailed product descriptions and artisan profiles.
* High-quality images with a zoom feature for examining product details.
* Customer reviews and ratings system.
* Social media sharing buttons for products and artisan stories.
* Personalized recommendations based on her values and past purchases.
* Secure and user-friendly checkout process.

**Quotes:**

* "I love this piece; it's perfect for my friend who appreciates handmade goods."
* "I wish there was more information about the materials used."
* "I'm not sure if this is ethically sourced; I need to do more research."
* "The story behind this artisan is so inspiring; I have to share it with my friends."

**Brand Logos:**  
[Insert logos of brands Olivia trusts, such as Etsy, Pinterest, and Instagram.]

By creating this detailed persona, we can better understand Olivia's needs, preferences, and pain points, which will guide the design and features of the ArtisanCrafts platform to create a more meaningful and trustworthy shopping experience for users like her.