

Wallery Personas

Artist Annie

Background

- Bachelor's Degree in Art
- Single
- "Starving Artist"

Demographics

- Female, 23 years old
- Single income of ~\$25,000 combined art sales and waitressing
- Lives in a loft in the city with 2 roommates

Identifiers

- Artistic in nature
- Tech savvy

Wallery Usage:

- Uploads personal works of art to increase exposure
- Likes other works of art out of interest and to gain inspiration
- Purchases select works

Trying Tyler

Background

- Bachelor's Degree in Communications
- Single
- Has a stable job as a Business Analyst as of 2 years

Demographics

- Male, 26 years old
- Single income of \$65,000
- Lives in an apartment with 1 roommate in the suburbs

Identifiers

- Likes to try new things
- Tech savvy

Wallery Usage:

- Uploads amateur art works for fun
- Likes other interesting works of art
- Purchases works that can't be passed up

Bob the Buyer

Background

- PhD in Economics
- Married with 1 child, age 12
- Economics professor at an astute university

Demographics

- Male, 42 years old
- Combined income of \$150,000
- Lives in a charming 2 story home in a historic part of town

Identifiers

- Enjoys having fine works of art
- Technologically comfortable

Wallery Usage:

- Likes works of art that peak interest
- Purchases select works

Sophisticated Stephanie

Background

- Master's Degree in Art and Design
- Single
- Well known freelance artist/designer

Demographics

- Female, 32 years old
- Single income of \$80,000
- Lives in an artistic loft in the city

Identifiers

- Lives and breathes art
- Tech savvy

Wallery Usage:

- Uploads personal works of art for extra money
- Likes other works of art out of interest and to gain inspiration
- Purchases select works