

# Angela Mill

age: 42

residence: : 8627 S Wood St, Chicago, IL 60620

education: Masters of Science in Nursing

occupation: Pediatric Nurse Practitioner

marital status: Married with three kids



*Whoever said there's always enough time lied.*

Mill wakes up at 5 o'clock every morning for some quiet time before she and her husband get the kids ready for school. She likes to optimize everything, and schedules her day by the hour. She leaves the house by 6AM go to work at a children's hospital in her city. When she's not working, she's on the PTO for her kids' school, leading the local animal shelter efforts to help feral cats, and making sure her number one spot on Candy Crush is secured. Mill is a busy woman, and she does not have time to shop nor go back to the store when things don't look the way she wants it to. However, the perfectionist and house decoration enthusiast in her contrast with her busy schedule.

## Comfort With Technology

### INTERNET



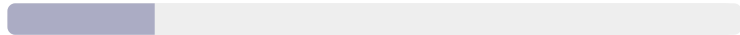
### SOFTWARE



### MOBILE APPS



### SOCIAL NETWORK



## Criteria For Success:

Surviving the holidays and getting many compliments on her well-decorated house

## Needs

- An efficient way to shop
- A pretty house

## Values

- Time management
- Organization
- Health
- Her family

## Wants

- A break
- Coffee
- To have the prettiest house on the block

## Fears

- Forgetting to pick up her kids
- Being behind schedule
- Having to take the time to return items that don't fit/work

# Joanne Bankman

age: 34

residence: Connecticut

education: Master's Degree

occupation: Banker

marital status: Married with Kids



*"Without honor, you got no family and without family you got nothing."*

Joanne likes to spend her time at home with her family when not working and making her house look the best it can.

## Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Criteria For Success:

Joanne is looking to make her house look the best it can.

## Needs

- She needs a way to be able to see if decorations will match her walls.

## Wants

- She wants to be able to compare different decorations at the same time.
- She wants to be able to see how much the decorations she picked will cost.

## Values

- She values planning ahead of time.
- She values a good looking home.

## Fears

- She fears that her children will think she is a lame mom if the house isn't decorated for the holidays.

# Jefferey Shepard

age: 27

residence: 6539 Townsend Rd #293, Jacksonville, FL 32244

education: Bachelor of Art in Furniture

occupation: Furniture Designer and Manufacturer

marital status: Single



*Relying on couches to get me out of 100k dollars of debt.*

Shepard spends his mornings crying over his degree. As much as he loves designing furniture, it has been 5 years since he has graduated, and he has not made any money from his furniture designs. To make money, you need money, and he has none. Therefore, he is on the lookout for an alternative way to sell his products without dropping \$1M on buying a storefront.

## Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Criteria For Success:

Make money from selling furniture and open his own store

## Needs

- Exposure for his furniture collection
- Good representation of his products in the app

## Wants

- To be rich
- People to like his furniture designs
- To own his own furniture shop

## Values

- Good furniture design
- App reliability
- Constant communication
- Organization

## Fears

- Losing money
- Dogs (because they ruin furniture)
- Debt collectors
- His mom