

Persona 1:



Name: Eunice

Age: 26

Location: Boulder, CO

Personality: outgoing, adventurous, passionate

Passions: nature, backpacking, sustainability, tree-planting

Biography: Eunice is an energetic young professional always looking for ways to improve her environmental sustainability in her personal life as well as support her community in a positive way.

Motivations: Leave the world a better place.

Frustrations: Has a hard time finding businesses to support that she can trust actually work on limiting their carbon footprint and work towards a better tomorrow.

Personal 2:



Name: Chauncey

Age: 35

Location: Calgary, AB

Personality: grumpy, loyal,

Passions: Fishing, hockey, and high quality goods.

Biography: Chauncey is just a simple looking for a way to find high quality products from businesses that share his passion for fair pricing for fair products.

Motivations: Looking for businesses that he can really feel connected with and represent his values.

Frustrations: Disgusted with the wealth that big chains are developing. The 1% should not have THAT much wealth. Sick of cheap products that don't last. Wants to support small locally-owned businesses, but struggles to find them in the midst of well-advertised large chain businesses.

Personal 3:



Name: Sara

Age: 54

Location: Seattle, WA

Personality: Kind, inclusive, and hard-working.

Passions: Community engagement, education, and selling high quality products.

Biography: Sara is a local small business owner with a passion for making sure that her business and other locally-owned business supports and uplift the community they live in. Sara runs a program for youth in her community to help them develop the skills and creativity that they will need to become entrepreneurs someday. She believes that investing in one's community is the best way to support future generations.

Motivations: Uplift her community by supporting

Frustrations: People often say they wish they had known about her business earlier once they have discovered, but it was always buried under large chains when they would search for products. Wishes there was a way to weed out the big companies when consumers would search for products, so that more consumers could be exposed to the greatness that is locally-owned businesses.