# Persona 1 - The Budget Buyer

|  |  |  |  |
| --- | --- | --- | --- |
| **Who** |  | **Goal(s)** | **Barrier(s)** |
|  | **Name:** Joy Boy  **Age:** 26  **Location:** Suburbs  **Household: 1**  **Education: College** | 1. To purchase quality bedding that doesn’t cost too much money | 1. Quality 2. Return Policy |

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# Persona 2 - The Variety Shopper

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| --- | --- | --- | --- |
| **Who** |  | **Goal(s)** | **Barrier(s)** |
|  | **Name:** Joan Tay  **Age:** 37  **Location:** City  **Household:** 3  **Education:** College | 1. To find the exact bedding they want by choosing from a wide selection of colors, fabrics, and patterns | 1. Website Organization 2. Shipping Speed |

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# Persona images

Select one of the images below to accompany each persona by copying the image and pasting it into the **Who** section of the persona.

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