# Persona 1 - The Budget Buyer

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| **Who** |  | **Goal(s)** | **Barrier(s)** |
|  | **Name:** Raj  **Age:** 27  **Location:** Suburbs  **Household:** 1 person  **Education:** College | 1. To purchase quality bedding that doesn’t cost too much money | 1. website doesn’t make it clear how they source and manufacture those products 2. Worried about the durability of low-cost options over time |

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# Persona 2 - The Variety Shopper

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| **Who** |  | **Goal(s)** | **Barrier(s)** |
|  | **Name:** Eleni  **Age:** 39  **Location:** City  **Household:** 2 adults, 1 kid  **Education:** College | 1. To find the exact bedding they want by choosing from a wide selection of colors, fabrics, and patterns | 1. The website lacks filtering/sorting tools for colors, fabrics, and patterns 2. The website has inconsistent product categorization |

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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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