

User Personas

Mary

Demographics

- Age: 46
- Location: Chicago, IL
- Occupation: Homemaker
- Wife, mother of three

Behavioral Identifiers

- Hobbies include gardening and crafting, she collects any new flowers that she grows to add to her growing collection

Mary uses Collection Connection to simply keep track of her items.

Sam

Demographics

- Age: 56
- Location: Cleveland, OH
- Occupation: Dentist
- Husband, Father, and Grandfather

Behavioral Identifiers

- He loves watching sports and collecting baseball cards and sports memorabilia
- Part of the Baseball Card Trading Group in Ohio and frequently gives and receives cards

Sam uses Collection Connection to share his collection with others in his group.

Luke

Demographics

- Age: 23
- Location: Buffalo, NY
- Occupation: Engineer
- Husband

Behavioral Identifiers

- Hobbies include watching movies and playing video games
- Avid Star Wars fan, has been collecting Star Wars cereal boxes since he was a young child

Luke displays his collection in his home and is looking for a specific box that he wasn't able to find when he was younger. Luke visits Collection Connection in order to see if other collectors have an extra of this item that they would be willing to share.

Heather

Demographics

- Age: 32
- Location: Philadelphia,NJ
- Occupation: Operations Manager
- Single, lives alone

Behavioral Identifiers

- Loves traveling, walking her dog, and going out with friends
- Collects postcards of all the places that she has been

Heather uses Collection Connection to keep records of each postcard and track all of the places that she has been.