

# Personas

John



Description: Husband and father of two. He likes to spend his time with his family as much as he can. His hobby is collecting stamps.

He wants to be able to save enough money for his kids college.

Motivation: Family

Frustrations: Lack of money.

Rebecca



College student who absolutely loves fashion. She loves to shop online but because she is a student, money is tight.

Goals: She wants to graduate school

Motivation: school

Frustrations: Tight budget. School work.

Gary



A 68-year-old man who is getting ready for retirement. Over the years he has collected an amazing number of old antiques. He wants to be able to sell them in order to get as much money as possible for retired life.

Goal: Retire with no financial worries.

Frustrations: Not very internet savvy.