

Ashley M.

age: 26

residence: Washington, DC

education: Bachelor Degree of Fine Art (BFA)

occupation: Interior Designer

marital status: Single | No children



I love this idea, and I can't wait to create it with our customers!

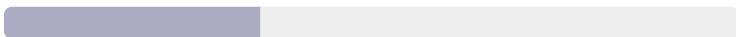
Ashley likes to focus heavily on one aspect of a project, and appreciates her vendors handling the other responsibilities. She has an eye for design and loves decorating various spaces.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

When a project achieves its goals on time while delighting users.

A space matches the clients needs

Not going over budget

Needs

- Excellent User Experience
- To be involved in the Design Process
- Better ways of finding sustainable products
- A way to express herself creatively

Wants

- Trendy Spaces
- To see User feedback before any major decision
- To shop online
- To find more sustainable furniture options
- To reduce carbon footprint
- Quality products

Values

- Detailed communication
- Decisions backed up by user research
- Sustainability
- Pleasant User Experiences
- Smart financial decisions

Fears

- Disappointing Clients
- Purchasing a bad product
- Not being sustainable
- Wasting money
- Not meeting client wants/needs