Persona 1

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**Name:** Maria

**Age:** 34

**Occupation:** Accountant

**Life Skills:** Good with numbers, crafty person, creative, organized

**Story:** Maria is a 34 year old accountant who enjoys creating crafts in her free time. Because her job isn’t making her enough money for her to be happy and comfortable with, Maria wants to make some money on the side by selling her crafts on an online marketplace. However, Maria isn’t overly skilled in the use of technology and doesn’t know how to create websites and is unfamiliar with HTML.

Upon a simple Google search, she comes across Shopify and decides to use it as a basis for her online storefront, since it doesn’t seem overly complicated and reliant on previous knowledge.

Persona 2



**Name:** Leo

**Age:** 28

**Occupation:** Database Manager

**Life Skills:** Networking Skills, Deligator, Manager, and Task-Oriented

**Story:** Leo is a 27 year old database manager who enjoys his job, but also is looking to get in to E-Commerce as a sort of “side-hustle” in order to help him make more money. His current position and occupation makes him plenty of money to live the way he desires, however, he is seeking to grow his income and improve his standard of living.

Leo came across Shopify by hearing about it from one of his coworkers, who was looking to start his own e-commerce business. After looking it up and doing some research, Leo has decided to follow suit and start his own online storefront as well.