

Week 1 | Vendor Blender Project Personas

1. Kerry Faine – Event Coordinator

Background:

- Owns a home-based business
- Works full time as a software engineer
- Enjoys facilitating successful events

Demographics:

- Female, 48
- Has a spouse and kids
- Owns a home
- Has multiple streams of income of around \$100k
- Tired of online events and struggles to find well-run trade shows.

Identifiers:

- Computer savvy
- People person
- Enjoys promoting small and home-based business
- Coordinates events as a volunteer (un-paid) position

Tasks:

- Needs a better way to organize and market events



2. Su Joing Sollers– Home Based Business Owner

Background:

- Started a home-based business as a hobby
- Works a full time as a banker
- Transitioned her business from a hobby to a successful stream of income

Demographics:

- Female, 45
- Has a spouse and kids
- Owns a home
- Hosts online events
- Has multiple streams of income in the range of around \$100 k

Identifiers:

- Computer savvy
- People person
- Enjoys multiple avenues to promote their business.

Tasks:

- Always looking for more ways to connect with Prospective Customers



3. Nicole McCullough – Prospective Customer

Background:

- College Student
- Works a part time job
- Between work and school has limited time for entertainment or shopping

Demographics:

- Female, 21
- single
- lives in an apartment
- has a limited income



Identifiers:

- Computer savvy
- Likes to shop both on and off the internet
- Likes to support small business
- Likes unique items

Tasks:

- Looking for a fun event to shop with a variety of products to choose from.