

CUSTOMER PERSONA

In this scenario, two customer personas were created. Data from a spreadsheet was analyzed and categorized into two groups: 1. Budget Buyer and 2. Variety Shopper. Based on this analysis, two personas were developed, each with defined goals and two potential barriers.

THE SPREADSHEET USED FOR DATA COLLECTION:

27	Name	Age	Location	Household	Education	Goal	Concern
1	Diego	24	Suburbs	1 person	High school	Cost	Quality
3	Reggie	36	Suburbs	3 people (1 child)	College	Cost	Quality
4	Jerricka	34	Suburbs	1 person	Graduate school	Cost	Quality
9	Clara	25	City	2 people	College	Cost	Return policy
6	Raj	27	Suburbs	1 person	College	Cost	Website organization
5	Frankie	34	City	4 people (2 children)	College	Variety	Checkout process
2	Jaya	21	City	1 person	College	Variety	Shipping fees
8	Hiro	49	City	2 people (1 child)	College	Variety	Shipping speed
7	Malena	44	City	2 people (1 child)	College	Variety	Website organization
10	Avery	44	Suburbs	4 people (2 children)	Graduate school	Variety	Website organization
11	Eleni	39	City	2 people	High school	Variety	Website organization

THE DATA COLLECTION:

Personas		
Categories	Persona 1 - Budget Buyer	Persona 2 - Variety Shopper
Goal	Cost	Variety
Concern	Quality	Website organization
Age range	mid-20s to mid-30s	mid-30s to mid-40s
Location	Suburbs	City
Household	1-2	3-5
Education	College	College

THE CUSTOMER PERSONAS DEVELOPED:

Persona 1 - The Budget Buyer

Who	Goal(s)	Barrier(s)
 Name: Diego Gosh Age: 25 Location: Suburbs Household: 1 Person Education: College	1. To purchase quality bedding that doesn't cost too much money	1. Worried about the durability of low-cost options over time 2. Concerned about the quality of bedding bought online

Persona 2 - The Variety Shopper

Who	Goal(s)	Barrier(s)
 Name: Eleni Age: 42 Location: City Household: 2 Adults, 2 Children Education: College	1. To find the exact bedding they want by choosing from a wide selection of colors, fabrics, and patterns	1. Worried they won't be able to find what they want 2. Available sort options don't always allow them to filter to the desired degree