

Commonwealth felt user persona #1

Bonnie Watts

Age: 60

Home: Naperville, Illinois



Biography

Bonnie is a stay-at-home mother of two whose adult children are no longer at home. She is involved in her local church and has been an avid crafter for most of her life. She has dedicated a room of her house to her hobbies which include needle-point, knitting, sewing and general crafting. Bonnie donates most of her projects to the local women's shelter and has begun to focus on soft toys for the children. She's considering taking a painting class at her local community college.

Motivations

Bonnie likes to keep busy. She values charity and is pleased that she can spend her time creatively while helping others. She is unsure of her skill as an artist, but prides herself on her technical skill, attention to detail and use of quality materials when sewing.

Needs

A way to purchase felt that involves as few steps as possible.

Platform

A seven year old Gateway desk top her son was no longer using.

Number one complaint about the web

She is confused by the purchasing process because all sites are arranged differently.

User Scenario

Bonnie is asked to make a "welcome" banner for the vestibule of the women's shelter. She must find a supplier that sells larger cuts of felt. She visits commonwealthfelt.com, clicks "Shop Now" and filters products by size. She is excited at the number of shades available. The larger swatches help her choose products and the quick look allows her to add items quickly to her cart. She purchases her items then spends a little extra time looking at the projects page.