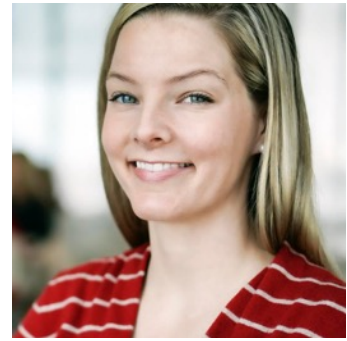


## Commonwealth felt user persona #2

### Whitney Ferguson

Age: 24

Home: Chicago, Illinois



### Biography

Whitney is a sales representative for an industrial supply company. She is engaged to her boyfriend of four years and plans on traveling to India for her honeymoon. She loves pinterest and etsy, sometimes losing hours of her day creating boards about interior design, architecture and DIY party accessories.

### Motivations

Whitney enjoys being social and thrives on knowing the latest trends in design. She always knows the difference between fine and mediocre products no matter what she's in to. Entertaining with style and sophistication is her passion.

### Needs

Inspiration for her DIY party accessories.

### Platform

Macbook Pro 15 inch with retina display.

### Number one complaint about the web

Waiting for a site to load.

### User Scenario

Whitney is planning her bridal shower and is looking for interesting DIY projects to add that unique design element she's looking for. She visits commonwealthfelt.com and goes straight to the projects page. She loves the high quality photographs and easy to download instructions. She finds a project for table runners that she can personalize with her and her fiancé's name and wedding date. She "likes" the page on Facebook and pins it to her "bridal shower" board. Thanks to the option of adding the supplies to her cart she's ready to go!