

# PELLETTERIA BIZACA

## USER PERSONAS AND INFORMATION ARCHITECTURE

### 1) Creating user personas using ChatGPT:

Used prompt: „I am creating a web shop for hand-made leather products (wallets, keychains, cardholders, purses). Create three personas that represent target audience.“

#### Persona 1: The Style-Conscious Professional

Name: Alex Thompson

Age: 32

Occupation: Marketing Manager

Location: Urban city, like New York or San Francisco

Income Level: Upper middle class

Background: Alex is a mid-level marketing manager at a tech company. They commute to work by public transport, often have work meetings, and frequently travel for business. They care about looking polished and presentable, as it reflects on their professional image.

#### Goals & Needs:

- Items that complement a business-professional wardrobe
- Products that are stylish yet durable, with a refined, minimalist design
- Values quality craftsmanship and is willing to pay more for long-lasting, sustainable materials

#### Shopping Behavior:

- Prefers high-quality, unique items that aren't mass-produced
- Values a seamless online shopping experience, with detailed product descriptions and high-quality images
- Often reads product reviews and cares about the brand story and sustainability



#### Persona 2: The Gift Giver

Name: James Evans

Age: 45

Occupation: Small Business Owner

Location: Midwest, like Kansas City

Income Level: Upper middle class

#### Background:

James loves giving thoughtful, personalized gifts to family, friends, and employees. He often seeks out unique, high-quality gifts that add a touch of luxury and thoughtfulness. He has a busy lifestyle, so he values convenience in online shopping.



#### Goals & Needs:

- Leather accessories that are gift-ready, with customizable options (like monograms)
- Classic, timeless designs that appeal to a broad range of tastes
- High-quality craftsmanship that reflects well on him as a gift-giver

#### Shopping Behavior:

- Willing to spend more on premium items for special occasions
- Looks for reliable customer service, fast shipping, and easy returns
- Appreciates the ability to add personal touches, such as engraved initials or gift-wrapping options

### Persona 3: The Adventure-Seeking Traveler

Name: Mia Hernandez

Age: 29

Occupation: Travel Blogger

Location: Lives in a mid-sized city but frequently travels internationally

Income Level: Middle class

Background:

Mia is an adventurous soul who explores new places and cultures for her travel blog. She prefers practical yet stylish items that can withstand frequent travel. Mia values compact, well-crafted accessories that fit easily into her bags, and appreciates products with unique, hand-made qualities she can showcase in her travel content.

#### Goals & Needs:

- Compact, durable items that can hold essentials for on-the-go use
- Practical, multifunctional designs that complement her adventurous lifestyle
- Values high-quality, handcrafted products that are unique and photograph well

#### Shopping Behavior:

- Looks for products that are travel-friendly, durable, and lightweight
- Often shops online from small businesses that offer unique, artisanal items
- Prefers brands that tell a story and connect with her wanderlust spirit



2) Developing an information architecture for our project based on the card sorting method and creating a sitemap:

