

# MILKIAS BIRHANE

## BACKGROUND

- Tech Engineer.
- Master's degree.
- Gift gadgets reseller.
- Married with one child.

## DEMOGRAPHICS

- Male, 37 years old.
- Married family income \$80k.
- Lives in San Jose.


## IDENTIFIERS

- Artistic and art collector.
- Outgoing.
- Digitally savvy.



## CONTACT

@ milkias@aol.com

 (212) 555-1234

San Jose





# BEN EFREM

## BACKGROUND

- Tech Architect.
- Masters Degree.
- Gift Collector.
- Married with one child.

## DEMOGRAPHICS


- Male, 39 years old.
- Married family income \$120k.
- Lives in Maryland.

## IDENTIFIERS

- Artistic and art collector.
- Introvert.
- Digitally savvy.

## CONTACT

@ biniam@yahoo.com

 (212) 555-1234

Maryland





# SEM HAR SOLOMON

## BACKGROUD

- Secretary.
- Bachelor's Degree.
- Single.

## DEMOGRAPHICS

- Female, 25 years old.
- Single, income \$100k.
- Lives in Atlanta Georgia

## CONTACT

@ semhar@gmail.com

 (212) 555-1234

Atlanta

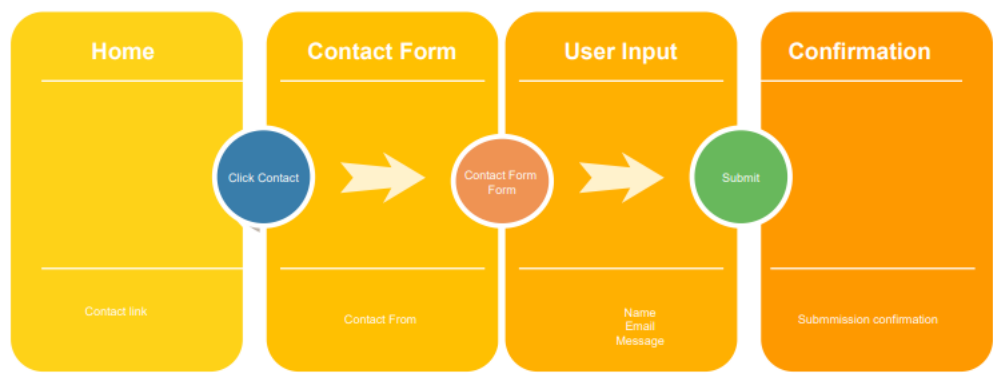


## IDENTIFIERS

- Outspoken and creative.
- Likes to be involved.
- Digitally savvy.

User Flows

1. Contact -- Simple User Flow



2. Adding a product and checking out – Complex User Flow

