

Posterize: Personas



Kate Anderson

POSTERIZE

Kate Anderson is a first-year student at UCLA. Kate is moving off campus for her sophomore year and wants a gallery wall she has seen on Pinterest. Kate is a college student and doesn't want to waste money on frame/ patching up holes after she moves out of her college apartment. Kate will be using Posterize to accurately tell her what size posters and frames she needs before spending her money.

Demographics:

Age: 18

Location: Los Angeles, California

Education: Teacher

Job: Student at UCLA

Device Type:

iPhone (ARKit iOS)

Goals:

- Making a Gallery wall for the new off-campus apartment
- Saving money

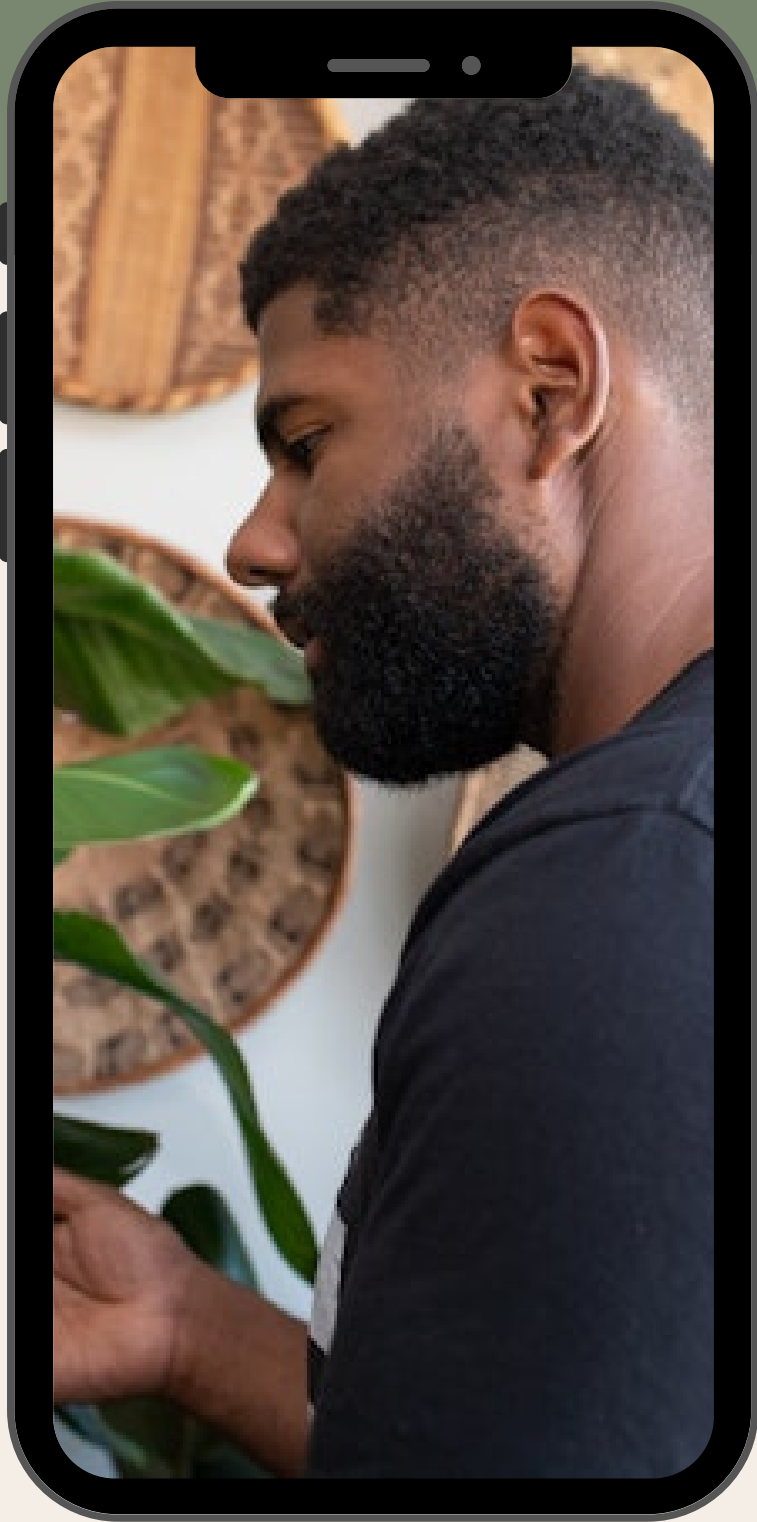
Frustrations:

- Buying the wrong size frames for her wall size
- Nails in wall (rented apartment)



Inspiration





Nathan Williams

POSTERIZE

Nathan Williams is an Interior Designer in Austin, Texas. Nathan was frustrated with driving multiple art pieces to houses making him take multiple trips around the city. Nathan owns his own interior decorating business and is trying to save time and money while he gets his business off the ground. Nathan uses posterize saving money on gas, products and hiring assistants to complete simple tasks Posterize and complete for Nathan in seconds.

Demographics:

Age: 27
Location: Austin, Texas
Education: Baylor University (Fine Arts)
Job: Interior Designer

Device Type:

iPhone (ARKit iOS)

Goals:

- Saving time on the transport of art/posters
- Saving product (nails, command hooks, etc)

Frustrations:

- Wasting time measuring walls in homes and apartment
- Nails in the wall (rented apartments)



Inspiration

Sophia Jacobs

POSTERIZE

Sophia Jacobs is a first-time mom and software engineer in Exton, Pennsylvania. Sophia is low on energy due to her pregnancy and is frustrated with hanging up pictures to take them down again when the placement isn't to her liking. Sophia uses Posterize while decorating her baby's room in order to save her energy to spend more time with family and friends during her first pregnancy.

Demographics:

Age: 33
Location: Exton, Pennsylvania
Education: Penn State (Software Engineer)
Job: Software Engineer

Device Type:

Android (ARCore)

Goals:

- Finding the safest place to hang art
- Saving energy when decorating her babies room

Frustrations:

- Buying the wrong size art on Amazon
- Fixing holes in the wall once the room is changed as child ages



Inspiration