Persona 1  
A close-up of a child

Description automatically generated

Name: Ana

Age: 15

Occupation: Highschooler

Location: Split, Croatia

Family/Lifestyle: Lives with family, enjoys capturing memories with friends and being creative with photo formats (polaroid, retro styles).

Goals and Needs

Photography Needs:

Needs a service to print a few photos of her and her friends, ideally in a polaroid-style format.

Goals for Using the Service:

Wants a fun, easy way to create small keepsakes from her phone photos without spending much.

Quality Expectations

Looking for a retro, high-quality print finish like polaroid photos; not focused on resolution, but on aesthetic.

Pain Points

Budget Constraints: Limited budget (5€), which restricts her ability to use full photography services.

Service Simplicity: Doesn’t want to spend much time choosing options; she values fast and easy selection and checkout.

Motivations and Priorities

Motivation: Ana wants tangible photo keepsakes to share with friends.

Priorities:

Affordability: Needs a cost-effective option under 5€.

Simplicity: Prefers straightforward processes and fast results.

Preferred Platforms for Engagement

Instagram and TikTok: Uses social media for inspiration and shares photos of friends frequently.

Mobile-Friendly Website: Likely to access services on her smartphone.

Buying Behavior

Experience Level: Beginner; may have little experience with online printing services.

Typical Budget: Less than 5€; willing to consider special promotions or discounts.

# Persona 2

A person wearing glasses and smiling

Description automatically generated  
Name: Josip

Age: 23

Occupation: College student

Location: Zadar, Croatia

Family/Lifestyle: Lives independently, interested in arts and hobbies, including photography, especially analog and film formats.

Goals and Needs

Photography Needs:

Wants to get into 35mm film photography, looking for a beginner-friendly 35mm camera and essential accessories.

Goals for Using the Service:

Hopes to find affordable, reliable camera options with advice on starting in film photography.

Quality Expectations

Prioritizes durability and ease of use over premium camera quality.

Pain Points

Limited Budget: Has a maximum budget of 100€, which limits his options.

Information Overload: Needs straightforward, beginner-friendly advice without being overwhelmed by technical details.

Motivations and Priorities

Motivation: Passion for exploring film photography.

Priorities:

Affordability: Needs starter options within his budget.

Guidance: Looks for practical tips and suggestions tailored for beginners.

Preferred Platforms for Engagement

YouTube: Uses for tutorials and camera reviews.

Website Blog/Resource Section: Interested in educational content explaining equipment basics.

Buying Behavior

Experience Level: Beginner; open to guidance on camera use and film options.

Typical Budget: Up to 100€; may be drawn to bundled starter kits or beginner packages.

Persona 3

A close-up of a person smiling

Description automatically generated

Name: Maja

Age: 27

Occupation: College professor and researcher

Location: Dubrovnik, Croatia

Family/Lifestyle: Professional, often organizes events and conferences, has an eye for quality and reliability.

Goals and Needs

Photography Needs:

Needs a photographer for a professional event to capture key moments, both in group settings and in candid shots.

Goals for Using the Service:

Hopes to find an experienced photographer with event experience who can provide a full service, from capturing to editing.

Quality Expectations

High standards for polished, professional photos with both digital and print delivery options.

Pain Points

Reliability Concerns: Requires dependable service with a clear contract and specified deliverables.

Efficient Communication: Prefers quick and professional responses to ensure coordination.

Motivations and Priorities

Motivation: Needs quality documentation of important events for future use and promotion.

Priorities:

Professional Quality: Places a premium on professionalism and skill.

Full-Service Package: Looks for seamless, end-to-end coverage, including post-production.

Preferred Platforms for Engagement

Website and LinkedIn: Prefers formal channels for vetting services and coordinating.

Email Communication: Relies on email for booking and details.

Buying Behavior

Experience Level: Intermediate to advanced; values polished work and established portfolio.

Typical Budget: Around 500€; prefers all-inclusive packages or custom quotes.