Personas

- Identify key user demographics.

  The key demographics for Schaumburg Marketplace include local business owners, skilled employees looking for a job, entrepreneurs, and residents of Schaumburg, Illinois, and surrounding areas.

- Discuss how the website caters to different user needs.

  For business owners, it provides marketing solutions, website design, business consulting, and a directory for increased visibility. It also supports event planning and job listings to help businesses engage with the community. For consumers, the site offers exclusive deals, local events information, and a comprehensive business directory to discover and connect with local services and products.