


Building A Persona

Persona scenario #1

Emmet is a 20-year-old student at IUPUI and his goal is to graduate with a bachelor's degree in computer engineering. Emmet will use the DashIND application to shop for tech items he can buy to build the computer parts he needs in order to build it. Like the processor, graphics card, memory card, and so on. The DashIND app provided such services for customers like Emmet so he won't have a hard time finding the items he needs to build his pc. Furthermore, Emmet's goal was to be a streamer for Youtube and with the DashIND app, he can buy the better webcams and cameras he needs in order to start his streaming career on YouTube.

Emmet Blackson



"I want to help the tech community grow as a unit."

Age: **20**
Work: **student at IUPUI**
Family: **Mother, Brother and Sister.**
Location: **Indianapolis , IN**
Character: **Zealous**

Personality

Introvert	Extrovert
Thinking	Feeling
Sensing	Intuition
Judging	Perceiving

Goals

- To graduate College with a computer engineering bachelor's degree.
- To build his own gaming computer using the DashIND app.
- Learn how to navigate the DashIND app.

Motivation

- To become a YouTuber
- Planning to buy a camera for streaming
- Taking a step toward his future to be a computer engineer.

Frustrations

- Hates buying fake things on the shopping site.
- Hates when the shopping site does not load properly.
- Hates buying used items on the shopping site

Bio

Emmet grew up in Indianapolis he was born and raised there. He has never experienced the world without computers, ever since he was a kid he has been playing with computers, but he had no one to share this passion with since most kids around his age at the time were into playing sports, which made Emmet very introverted growing till high school till he found friends in the robotics club who understood his hobbies about technology. What kept him from not being bored was watching youtube tech videos. After watching videos it motivated him to become a Youtuber as a hobby in the future and interact with the audience of the tech side who were like him as a kid and had no one to interact with.

Traits

Kind Loyal Hard working
Problem Solver

Persona Scenario #2

Edward is a 38-year-old man whose dream is to meet up the needs of customers and become a competitor with companies like Amazon in the future. Edward will use the

DashIND app to see which products customers are buying a lot and use that data to get more of those products which are in high demand furthering the reach he has on his consumers and gaining new consumers on the way who use the application, which can help him gain more revenue to hire more staff and build upon the products he currently has.

Edward kernish



"In order to be the best shopping app you have to put your customer needs first."

Age: **38**
Work: **Founder**
Family: **Married 2 sons and 1 daughter.**
Location: **Indianapolis , IN**
Character: **Goal-oriented**

Personality



Traits

Hard working

Risk taker

Staunch Experimentalist

Realist

Goals

- To meet every customer's needs to make sure they are satisfied.
- To make sure products get shipped worldwide.
- To be the most customer-centric company.

Frustrations

- Lack of e-commerce devices to navigate the app like AI chatbots.
- Lack of warehouse workers to package and ship products to customers.
- Trying to keep the FDA from taking over businesses.

Motivation

- To be the best shopping site
- seeking customers satisfaction
- To create an establishing business in electronic retailing.

Preferred Channels

Traditional Ads

Online & Social Media

Referral

Guerilla Efforts & PR

Ever since Edward was a young man he always envisioned himself building a shopping site because he loved the idea of e-commerce after watching big company owners like Jeff Bezos, which motivated him to start his own business. After several trials and errors, he was able to get his company functioning. Although it is still in its early phase Edward hopes to one day be a competitor for companies like amazon and so on by taking consumer needs into consideration when it comes to the kind of products customers buy.