



Persona 1 - The Budget Buyer

Who		Goal(s)	Barrier(s)
	Name: James Age: 28 Location: Suburbs Household: 1 Person Education: College	1. To purchase quality bedding that doesn't cost too much money	1. Concerned that bedding that is affordable will not be quality 2. Worried about the quality of bedding bought online

Persona 2 - The Variety Shopper

Who		Goal(s)	Barrier(s)
	Name: Paul Age: 42 Location: City Household: 2 Adults, 2 Kids Education: College	1. To find the exact bedding they want by choosing from a wide selection of colors, fabrics, and patterns	1. Concerned their family won't be able to find bedding that fits all of their tastes

27	Name	Age	Location	Household	Education	Goal	Concern
9	Clara	25	City	2 people	College	Cost	Return policy
1	Diego	24	Suburbs	1 person	High school	Cost	Quality
4	Jerricka	34	Suburbs	1 person	Graduate school	Cost	Quality
6	Raj	27	Suburbs	1 person	College	Cost	Website organization
3	Reggie	36	Suburbs	3 people (1 child)	College	Cost	Quality
10	Avery	44	Suburbs	4 people (2 children)	Graduate school	Variety	Website organization
11	Eleni	39	City	2 people	High school	Variety	Website organization
5	Frankie	34	City	4 people (2 children)	College	Variety	Checkout process
8	Hiro	49	City	2 people (1 child)	College	Variety	Shipping speed
2	Jaya	21	City	1 person	College	Variety	Shipping fees
7	Malena	44	City	2 people (1 child)	College	Variety	Website organization

Personas		
Categories	Persona 1 - Budget Buyer	Persona 2 - Variety Shopper
Goal	Cost	Variety
Concern	Quality	Website Organization
Age range	24-36	21-49
Location	Suburbs	City
Household	No Children	Children
Education	Most went to college	Most went to college