

Persona 1 - The Budget Buyer

Who	Goal(s)	Barrier(s)
	Name: James Age: 28 Location: Suburbs Household: 1 Person Education: College	<ol style="list-style-type: none">1. To purchase quality bedding that doesn't cost too much money <ol style="list-style-type: none">1. Concerned that bedding that is affordable will not be quality2. 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	<ol style="list-style-type: none">1. To find the exact bedding they want by choosing from a wide selection of colors, fabrics, and patterns <ol style="list-style-type: none">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