



Persona 1 - The Budget Buyer

Who		Goal(s)	Barrier(s)
 <p> Name: Raj Age: 30 Location: Suburbs Household: 1 Person Education: College </p>	<ol style="list-style-type: none"> To purchase quality bedding that doesn't cost too much money 	<ol style="list-style-type: none"> Quality Website Organization 	

Persona 2 - The Variety Shopper

Who		Goal(s)	Barrier(s)
 <p> Name: Malena Age: 35 Location: City Household: 3 Education: College </p>	<ol style="list-style-type: none"> To find the exact bedding they want by choosing from a wide selection of colors, fabrics, and patterns 	<ol style="list-style-type: none"> Website Organization Shipping Fees and Speed 	

Persona images

Select one of the images below to accompany each persona by copying the image and pasting it into the **Who** section of the persona.

