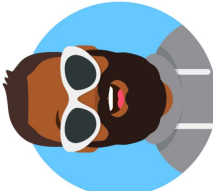


Persona 1 - The Budget Buyer

Who	Goal(s)	Barrier(s)
 Name: Dave Robinson Age: 27 Location: Suburbs Household: 1 person Education: College	1. To purchase quality bedding that doesn't cost too much money	1. Worried low-cost options won't last a long time 2. Lack of clarity/specificity in highlighting quality of materials online

Persona 2 - The Variety Shopper

Who	Goal(s)	Barrier(s)
 Name: Sally Baker Age: 38 Location: City Household: 4 people (2 adults, 2 children) Education: College	1. To find the exact bedding they want by choosing from a wide selection of colors, fabrics, and patterns	1. Website is not organized in a user-friendly way to clearly showcase variety of options 2. Inability to sort/filter based on colors, fabrics, patterns