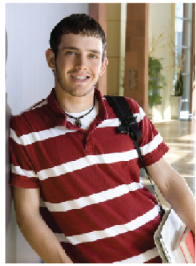


Personas



Joseph

Age: 20
Occupation: Student
Major: Economics
Hometown: Boston, MA



Henry

Age: 26
Occupation: Retail Manager
Hometown: Los Angeles, CA

In-Shower Products:



Eric

Age: 24
Occupation: Junior Analyst
Hometown: New York, NY

In-Shower Products:



Amy

Age: 21
Occupation: Student
Major: Sustainable Design
Hometown: Rochester, NY



Sarah

Age: 24
Occupation: Community Organizer
Hometown: Omaha, NE



Isabella

Age: 25
Occupation: Industrial Engineer
Hometown: Savannah, GA



The team created 6 personas, three males, three females. There were three categories: Minimalists users, average users, and high volume users. The team found that there were differences based on gender. Ultimately, the team selected to design for Isabella. the high-volume female user due to the fact the hypothetical company the team was designing for was more high end and also she would be our buyer for an opportunity area the team coined as "Entry-Level Luxe." A retail price point was set at \$30-\$40, and an absolute maximum of \$50. The team then did Word Clouds to determine a proper design for Isabella, The team decided that build a spa line of products for the user. These designs would also incorporate mobility as many of the users that were interviewed had roommates but no solution on how to keep items separate. Though at the same time, The pieces could remain in the bathroom if desired.

