

Customer Persona

Name and Title

Elizabeth Smith, Homemaker/Stay at Home Mother

Basics

- **Age:** 34 years old
- **Gender:** Female
- **Location:** Lives in a suburb
- **Family Status:** Married, two daughters
- **Likes:** Crocheting, crafting, reading, spending time with her family

Elizabeth would be considered an early majority on the adoption curve. She is conservative but open to new ideas, active in her community and leader of the PTA.

Professional and Personal Background

Elizabeth has an associate degree in marketing from her local community college and worked for 7 years with a company that provided advertisements for several businesses. For the last four years Elizabeth has been a homemaker and stay at home mother. Elizabeth likes to crochet in her spare time and is hoping to start a side business selling her work.

Quote

Elizabeth uses many different sites to find her crochet patterns and has heard of your website. She is interested in seeing what you have to offer her.

Technical background

Elizabeth is very comfortable using technology. She mostly uses her phone or laptop and likes to surf the web looking for patterns and inspirations for her next crochet project. She has multiple social media accounts and uses them to find craft and crochet groups to follow.

Favorite websites (1-3)

1. www.etsy.com
2. www.pinterest.com
3. www.facebook.com

Goals

Elizabeth is on a budget, so she looks for the best price on patterns. She looks for websites that update their content, as she would like to stick to a few websites to find content.

I need / I want statements

I need a website with multiple, stylish patterns available for sale at a reasonable price. I want a website that gives suggestions and can help me improve my crochet skills.