Betsy Adams "The Unique Shopper"

Age: 27
Occupation: Teacher
Location: San Francisco

Betsy Adams an avid Easy user with an enthusiasm for handmade crafts. She loves to give personal and unique gifts to love ones, making Etsy her favorite place to shop for presents. Being extremely picky, (a stickler for authentic handcraft goods) Betsy usually finds herself scouring the stores on Etsy for hours before she is able to find the right product. However, most of the time, the product does not even fit Betsy's needs exactly, therefore Betsy will usually contact the seller for additional customization.

Pain Points

Betsy has difficulty with finding the perfect product, due to the large numbers of sellers.

Etsy's marketplace is now full of resellers, making it hard to find legitament handmade items anymore..

Goals

Betsy wants a way to find legit handcrafted products that fits her exactly needs quickly.

Wants the ability to mix and match features of existing products, to create her own personal unique product.

Dave Lemmins "The Novice Shopper"

Age: 32
Occupation: Software Engineer
Location: San Jose

Dave is not knowledgable about shopping online nor jewelry. Wanting to propose to his girlfriend of 4 years, Dave is looking to buy a ring on Etsy. He likes the idea of buying a unique ring to match his one of a kind gal. Unfortunately Dave was not aware of the vast variety of rings available on Etsy, nor did he have an idea of how the ring should look. Due to his busy schedule, Dave does not have the time to search through the endless selection of rings. He wishes for a quicker way of acquiring the right ring.

Pain Points

Dave does not have time to search through the countless number of rings on Etsy.

Goals

Dave wants a quicker way to find what he is looking for.

He would also love some some help or suggestions from the community, to pick out the best ring possible.

Kayla Tisdale "The Creative Soul"

Age: 25
Occupation: Jewerly Designer
Location: Seattle

Kayla has been an Etsy shop owner for 3 years now, selling handmade bracelets. Her shop does well, and she gets a good amount of business. However after 3 years, Kayla is bored of making bracelets and would love to add new products to her store. Before committing to a certain new product, Kayla would love to know whether or not there is a demand for it. She does not want to waste time nor money creating a product that won't sell.

Pain Points

Getting bored of creating the same product over and over.

It cost time and money to test a product's popularity in the store.

Goals

Kayla would love to know what is trending on Etsy, and what would sell well.