

**Men or Women?** - women

**Approximate Age range?** - 25-60

**Occupation?** - any type

**Income level?** - low income

**Geographical location?** Mostly suburban or city

**Painful Current State** - Can't find a good furniture provider

**What are they afraid of?** - If people talk about their furniture, are afraid that the furniture is the wrong size

**What are they angry about?** they are angry that furniture is expensive, and they have to drive it home

**Who are they angry at?** - furniture store salesmen who try to sell expensive furniture that they can't afford.

**What are their top daily frustrations?** - that without good furniture they are arranging the room badly

What are they embarrassed about? - they don't have enough money to buy high quality furniture.

**How does dealing with their problems make them feel about themselves?** - That if it messes with their home, their castle of safety and comfort, as well as stressing them out.

**What do other people in their world think about them as a result of these problems?** - As though they are broke and look stupid.

**If they were to describe their problems and frustrations to a friend over dinner, what would they say?** “You really have some nice furniture, better than mine. You know I’ve been trying to look for a furniture store or provider that has high-quality without the high prices and moving it, its a total stresser.”

**Desirable Dream State** - that their home is a complete haven  
If they could wave a magic wand at their life and change it immediately into whatever they want.

**what would it look like and feel like?** - That their home is a paradise of comfort, that they can study, watch movies, etc. without feeling crushed or shoved by the mid tier furniture

**Who do they want to impress?** - impress themselves, loved ones and even some friends or neighbors.

**How would they feel about themselves if they were living in their dream state?** - at peace and blissful

**What do they secretly desire most?** - To create the best interior design they have ever made,( it’s always an ongoing process so the client will always come back.)

**If they were to describe their dreams and desires to a friend over dinner, what would they say?** I want to impress everyone with my home, the type of comfort it offers, the type of mood it's amazing for. Just a room that says Heaven

**Values and Beliefs** -

**What do they currently believe is true about themselves and the problems they face?** - low income, and not enough space in the vehicle.

**Who do they blame for their current problems and frustrations?** - their current situation.

**Have they tried to solve the problem before and failed? Why do they think they failed in the past?** - There are most stores who only sell high ticket furniture for high ticket prices.

**How do they evaluate and decide if a solution is going to work or not?** - They will try it out and see if it suits their needs or desires.

**What figures or brands in the space do they respect and why?** - Ethan Allen because they offer high ticket furniture and are professionals when it comes to it.

**What character traits do they value in themselves and others? What kind of people are we talking to?** - Creative, and artistic people.

**What character traits do they despise in themselves and others?** - none other than not being able to be a good interior designer for home

**What trends in the market are they aware of? What do they think about these trends?** Organic Shapes & Curvy Living Room Furniture and Highly Textured Fabrics.

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