Personas

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# Customer personas

## Persona 1: Ana, the Interior Designer

Demographic Information:

* Age: 38
* Gender: Female
* Location: Montreal, Quebec
* Marital Status: Married, two children
* Education: Bachelor’s degree in Interior Design

Professional Information:

* Position: Senior Interior Designer
* Industry: Interior Design
* Experience: 15 years
* Business Size: Small design firm with 10 employees
* Market: Residential and commercial clients

Psychographics:

* Values: Creativity, aesthetics, sustainability
* Interests: Art, architecture, home improvement shows
* Lifestyle: Urban, busy professional, family-oriented

Goals and Challenges:

* Goals: To create beautiful, functional spaces that reflect clients’ personalities, to stay updated with design trends
* Challenges: Meeting tight deadlines, managing client expectations, finding high-quality, eco-friendly materials

Information Sources:

* Sources: Design magazines like "Architectural Digest", social media platforms like Instagram and Pinterest, design blogs, industry conferences

Brand Affinities:

* Preferences: High-end, sustainable brands like Herman Miller, Kohler, and Farrow & Ball

Pain Points:

* Issues: Difficulty in sourcing unique and high-quality tiles that meet specific design requirements, managing project budgets while maintaining quality

Motivations and Fears:

* Motivations: Passion for design, satisfaction from client appreciation, desire to create innovative and aesthetically pleasing spaces
* Fears: Fear of not meeting client expectations, using materials that don’t stand up to wear and tear

Customer Journey:

1. Awareness: Discovers Company XYZ through a design blog or at an industry trade show.
2. Consideration: Visits the Company XYZ website and showroom, impressed by the variety and quality of tiles.
3. Decision: Chooses Company XYZ tiles for a high-profile project after a positive consultation and sample review.
4. Retention: Continues to use Company XYZ products for future projects, appreciating the durability and design options.

## Persona 2: Mark, the Construction Project Manager

Demographic Information:

* Age: 45
* Gender: Male
* Location: Toronto, Ontario
* Marital Status: Divorced, one child
* Education: Bachelor’s degree in Civil Engineering

Professional Information:

* Position: Project Manager
* Industry: Construction
* Experience: 20 years
* Business Size: Large construction company with 300+ employees
* Market: Commercial and residential building projects

Psychographics:

* Values: Efficiency, reliability, safety
* Interests: Golf, home renovation shows, networking events
* Lifestyle: Busy professional, values time with family, active in professional associations

Goals and Challenges:

* Goals: To complete projects on time and within budget, to ensure the use of durable and high-quality materials
* Challenges: Coordinating multiple teams, managing project timelines, ensuring compliance with safety regulations

Information Sources:

* Sources: Industry publications like "Construction Canada", LinkedIn for professional networking, trade shows, and webinars

Brand Affinities:

* Preferences: Brands known for durability and quality like Hilti, Bosch, and Milwaukee

Pain Points:

* Issues: Finding reliable suppliers for high-volume orders, ensuring material availability to avoid project delays, dealing with supply chain disruptions

Motivations and Fears:

* Motivations: Completing projects successfully, achieving professional recognition, maintaining a good reputation
* Fears: Project delays due to material shortages, quality issues leading to client dissatisfaction, safety concerns

Customer Journey:

1. Awareness: Learns about Company XYZ through a colleague’s recommendation or at a construction trade show.
2. Consideration: Evaluates Company XYZ’s offerings via the website, impressed by product durability and range.
3. Decision: Orders a bulk supply of tiles for a new commercial project after reviewing samples and pricing.
4. Retention: Continues to rely on Company XYZ for future projects, valuing the consistent quality and customer service.

## Persona 3: Sarah, the Tile and Flooring Retail Store Owner

Demographic Information:

* Age: 42
* Gender: Female
* Location: Vancouver, British Columbia
* Marital Status: Married, two children
* Education: Bachelor’s degree in Business Administration

Professional Information:

* Position: Owner and Manager
* Industry: Retail - Tile and Flooring
* Experience: 10 years
* Business Size: Medium-sized store with 15 employees
* Market: Local homeowners, contractors, interior designers

Psychographics:

* Values: Customer satisfaction, quality, community support
* Interests: Home improvement, community events, small business advocacy
* Lifestyle: Active community member, balances business and family life

Goals and Challenges:

* Goals: To offer a wide range of high-quality tiles and flooring products, to expand the customer base, to build long-term relationships with suppliers and customers
* Challenges: Staying competitive with larger chain stores, managing inventory effectively, attracting new customers

Information Sources:

* Sources: Industry trade shows, supplier catalogs, retail business magazines, networking with other small business owners, social media platforms

Brand Affinities:

* Preferences: Brands known for quality and reliability like Mohawk, Armstrong, and Shaw

Pain Points:

* Issues: Managing inventory and supply chain logistics, dealing with fluctuating market demand, ensuring competitive pricing without sacrificing quality

Motivations and Fears:

* Motivations: Passion for helping customers find the perfect products, desire to support local community, drive to grow the business
* Fears: Fear of losing customers to big-box stores, concern about supplier reliability, economic downturns affecting sales

Customer Journey:

1. Awareness: Becomes aware of Company XYZ through industry trade shows, supplier meetings, or online research.
2. Consideration: Evaluates Company XYZ’s product range, impressed by the quality, variety, and sustainability of the tiles.
3. Decision: Decides to stock Company XYZ tiles in the store after positive feedback from sample reviews and competitive pricing.
4. Retention: Continues to order from Company XYZ due to the consistent product quality and reliable supply chain, building a strong partnership.

## Persona 4: Laura, the Architect

Demographic Information:

* Age: 42
* Gender: Female
* Location: Vancouver, British Columbia
* Marital Status: Single
* Education: Master’s degree in Architecture

Professional Information:

* Position: Principal Architect
* Industry: Architecture
* Experience: 18 years
* Business Size: Mid-sized firm with 50 employees
* Market: Commercial and residential projects

Psychographics:

* Values: Innovation, sustainability, precision
* Interests: Modern art, sustainable building practices, travel
* Lifestyle: Urban professional, dedicated to career, enjoys cultural activities

Goals and Challenges:

* Goals: To design buildings that are both aesthetically pleasing and environmentally sustainable, to stay at the forefront of architectural innovation
* Challenges: Balancing design creativity with client requirements and budget constraints, ensuring projects meet environmental and safety standards

Information Sources:

* Sources: Architectural magazines like "Architectural Record" and "Dwell", industry conferences, architectural forums and websites, networking with peers

Brand Affinities:

* Preferences: Innovative and sustainable brands like Vitra, Interface, and Hansgrohe

Pain Points:

* Issues: Finding suppliers who can provide materials that meet both design and sustainability standards, ensuring timely delivery of materials to avoid project delays

Motivations and Fears:

* Motivations: Passion for creating unique and sustainable designs, desire for professional recognition and awards, commitment to environmental stewardship
* Fears: Risk of project delays due to material issues, fear of designs not being executed as envisioned, concerns about meeting increasingly stringent environmental regulations

Customer Journey:

1. Awareness: Encounters Company XYZ at an architecture conference or through an industry publication.
2. Consideration: Visits the Company XYZ website and showroom, impressed by the range and sustainability of tile options.
3. Decision: Chooses Company XYZ tiles for a new eco-friendly building project after a successful consultation and sample review.
4. Retention: Continues to specify Company XYZ products in future projects, appreciating the quality, sustainability, and innovative designs.