





Group Assignment: Persona Creation for Anna Antique Jewelry

Personas are widely used in business and help businesses intimately know their customers to market to them effectively. In this assignment, we will develop a persona based on descriptive data summaries. This activity is loosely based on how personas are created within a workplace. At the very least, we lay the foundation for approaching persona creation in a workplace. Each business has multiple personas but often identifies a single persona to concentrate marketing efforts.

Objective: Create a persona for Anna Antique Jewelry. The persona creation should be guided by the template provided. Please note that groups can work on any variations of this template to effectively communicate their findings.

Appendices

Appendix A: Persona Template

	<p>Put your Persona Name here...Nervous Dad David</p> <h1>Thrift Lover Tina</h1>	
<p>Demographic Traits Age: 22-30 Location: United States Occupation: Corporate Professional Income: \$60k-\$100K Status: Single</p>		
<p>Goals: (Put personal motivations and goals of this persona here. At least three distinct goals)</p> <ul style="list-style-type: none">-Wants to curate a personalized wardrobe-Wants to be environmentally friendly-Wants to find community with other likeminded women	<p>Personality Traits (List the key personality traits of such an individual here..adventurous etc.)</p> <p>Fashion-loving, environmentally conscious</p>	
<p>Challenges: (List at least 3 challenges that such a persona faces).</p> <ul style="list-style-type: none">-Finding clothing and accessories that are moderately priced and fashionable-Finding sustainable options-Not knowing where to go for reliable finds	<p>Opportunities (List at least 3 ways in which the firm addresses the needs to this persona)</p> <ul style="list-style-type: none">-Educates her on vintage jewelry and its value-Provides vintage jewelry for sale at a moderate price point-Connects her to vintage fashion community	
<p>Preferred Brands (3 -4 prominent Brands preferred by such a persona)</p>  <p>Depop, PoshMark, Goodwill</p>		