

PERSONA: MEET MACK



MACK, 22
SHE/HER

New college grad
living in NYC.

"When it comes down to putting it all together, I never know if it's going to work."

MOLLY WINTER STEWART
04/2020

SCENARIO: Mack is new to NYC, and just moved into small apartment with a few existing art prints. She knows when she sees an interior design style she likes, but isn't sure what pieces to choose that will have high impact and still stay within her budget. Browsing options online is time-consuming and overwhelming, and she usually gives up.

GOALS

- Cohesive look so that everything works together
- Maximum impact on a limited budget < \$250
- Achieve a "beachy" vibe in her place

NEEDS

- Help creating a cohesive look
- High impact with more than 1 item
- Affordable options
- A quick and easy way to get it done

PAIN POINTS

- Moving and trying to choose decorating items is overwhelming
- New place looks "unfinished", and isn't sure how to get the look she wants
- Limited budget
- Unsure what pieces will work together
- Not a lot of natural light

BEHAVIORS

- Buys single items that end up not matching
- Overwhelm of options leads to not buying anything
- Knows when she sees something that fits her style