

# SHOPPING PERSONAS + VISION BY + DECISION

## Analytical

Researcher, Data-Oriented

### Mission Martin

Takes pride and comfort in finding the right item. Is a diligent and patient researcher.

*"I'll do what it takes to find what I want. I'll put in the time to make the right purchase, but don't slow me down."*

Hayneedle offers an efficient means to find products and streamlined tips and information when and where it's helpful.

### Considering Cassandra

Thoughtful exploration, carefully crafts looks, enjoys learning and trying new things.

*"I enjoy the process of defining my vision. I'll mix information and inspiration to make a decision that's meaningful to me."*

Hayneedle offers professional and AI-driven guidance and inspiration to inform decisions and satisfy needs.

## Specific

Strong Sense or Idea

## Broad

Open-Minded

### Satisfaction Sal

Takes shortcuts and makes a purchase when product fits a limited amount of criteria.

*"I know when I found what I'm looking for and when good is good enough. Considering all of the options and weighing all of the pros and cons is not worth the effort."*

Hayneedle offers simple navigation, a streamlined shopping process, and access to important information to quickly satisfy needs.

### Collector Collete

Looks for inspiration from several sources. Recognizes items that resonate.

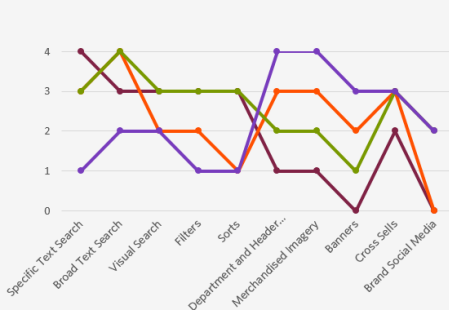
*"My tastes and passions guide me and define my style. I love pulling things together and will snag an item that speaks to me."*

Hayneedle offers curated shopping, inspiring content, and fresh perspectives to match items to personal tastes and spaces.

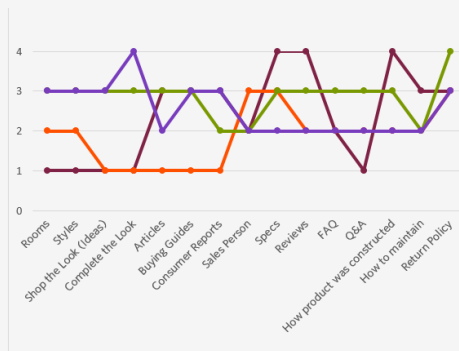
## Instinctual

Relies on Intuition

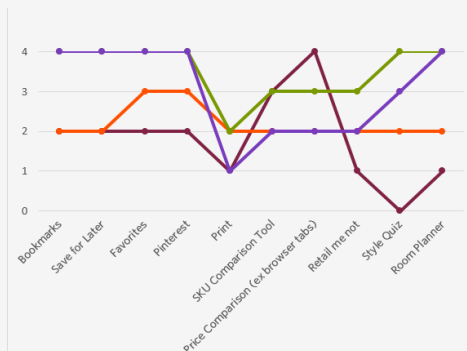
### Navigation



### Content



### Tools



0 Never, 1 Rarely, 2 Occasionally, 3 Usually, 4 Always