

User 1



Dominique

Age	32
Location	Atlanta, GA
Occupation	Entrepreneur

Bio

Dominique, 32, runs a handmade skincare business in Atlanta. She started *Moore Glow* after struggling with sensitive skin and now sells at pop-ups and on TikTok. She's looking for an easy-to-use platform that supports small Black-owned brands and helps her grow without overwhelming fees or complexity.

Goals

- Reach a wider audience beyond Instagram
- Use an easy platform to list & manage her products

Wants and needs

- Easy vendor onboarding
- Low transaction fees
- Tools to promote her brand and track sales

Pain points

- Fees on Etsy feel too high
- Lacks time to build a website from scratch

User 2



Tasha

Age	27
Location	Houston, TX
Occupation	UX Designer

Bio

Tasha is a 27-year-old UX designer from Houston who values intentional shopping. She prefers to support small, ethical brands and was drawn to The Kindred Exchange for its focus on Black-owned businesses. She wants a simple, trustworthy platform where she can find unique, quality items without digging through cluttered marketplaces.

Goals

- Support Black-owned businesses
- Find unique, high-quality items

Wants and needs

- Clean, trustworthy shopping experience
- Easy search and filters
- Transparency about the vendors

Pain points

- Hard to find trusted Black-owned shops in one place
- Tired of navigating cluttered marketplaces