



Ashley Samson

COO Red Minnow Interactive

Demographic:

48

Single

No Children

MBA

Bachelors of Visual Arts

\$320k Salary

Columbus, Ohio

Loves **music**, often goes to live music performances (jazz, classical, musical), **gallery** openings, etc.

Reads *The Atlantic*, *The Intercept*, and is an **NPR** lifelong semi-enthusiast

Ashley's Story:

Collects mid-century modern pieces that are specifically 1960's Knoll, particularly fond of Harry Bertoia and is planning to furnish a new lakehouse on Lake Erie. She uses eBay, 1st Dibs, and Etsy to find new pieces. She doesn't mind used furniture and often prefers pieces that have any form of provenance or a story behind them.

She has traveled to both the Knoll showroom in New York and the museum in Pennsylvania. She visited Bertoia's house and her grandparents left her a pair of Diamond Lounge Chairs that she cherishes.

The pandemic made her business suffer and she had a bad year in 2020. 2021 is looking much better and she is feeling a bit more flush. She bought the lakehouse to spend time with her parents, and sister who has 2 children.

She loves shopping online for mid-century furniture and it provides her a feeling of release to be able to search for something. She is generally looking for pieces that have a story attached to them because she likes to think about the lives of the people who owned these pieces before her.

Ashley's Needs:

She wants to buy 10-12 high-end pieces with a budget of \$40,000 that can be functional and statement pieces in her new Lakehouse. She is considering how the children will be playing all over the furniture, but also how she will be bringing co-workers to the property, and will be Airbnb-ing the property.

She wants to brag about the history of the pieces in order to impress people as well.

Ashley doesn't want to have to do any work in order to purchase something. She finds it a burden to have to put her credit card information into a website. She prefers to use Apple Pay, Venmo, or Paypal because her information is already saved.

She wants to feel like she is getting really interesting pieces. She wants to be able to easily find the pertinent information about the ownership history.

She likes to watch movies about the 1960's bourgeois and has little fantasies about living in the era, but not in a MadMen kind of way.

Emotional Need. Uses shopping for the furniture and the furniture itself as an escape. Decompress.

Ashley wants to feel connected to the past.

Wants to feel connected to her grandparents and does this through furniture fantasy.

Solutions for Ashley:

- A clean, clear, and transparent aesthetic that surpasses Etsy, 1st Dibs, and eBay.
- Authenticity certification or rating
- Searchable by Provenance (whether or not the piece has provenance)
- use Apple Pay or Paypal accounts to check out without any trouble.
- profile creation allows preference (60's Knoll, Bertoia etc.) to be integrated in a search algorithm. Ashley should receive alerts when new items show up.
- searchable by sets of furniture
- comfort and durability ratings
- links to historical resources are available for each piece
- budget builder : set of filters tying budget to quantity, type, style, and value of furniture.



Deane Sarcone

Industrial Designer at W.L. Gore

Demographic:

33

Recently Separated

No Children

Masters in Industrial Design

Bachelors of Electrical Engineering

\$115k Salary

Newark, DE

*Frequent music **festival** goer, heavy **drinker**, often uses **psychedelics***

*Very **active**, likes to ski, snowboard, surf, **travel**, golf*

*Amateur **drone** pilot*

Deane's Story:

Likes furniture that is audacious, loud, and unusual (particularly Haas Brothers). He has several pieces of furniture from his previous relationship that his ex bought, they are mostly 3-4 year old Vitra, Design Within Reach, and Herman Miller pieces that he really wants to get rid of. He also wants to buy some furniture that suits his tastes better, louder, more unusual furniture.

After going to Burning Man once, he loved the experience of bizarre types of seating and furniture, wants to find custom pieces.

His friend who is an antiques dealer, referred him to Rarify.com as well as Istdibs.com to find interesting high end furniture that he wants.

He has an aversion to hairpin legs because they remind him of his ex.

Dean used to like Eames furniture but it was always a little too expected and commonplace, also furniture that his ex revered.

Deane's Needs:

He wants to replace his dining set and living room furniture with funkier pieces. He wants high end furniture that is well designed, especially in terms of the manufacturing and details.

He wants to impress his friends and anyone who comes over to his place with this interesting furniture that they likely have not seen before.

He often posts big purchases on social media platforms and is not afraid about boasting his wealth.

Enjoys structurally loud furniture but also colorful furniture where upholstery is unique.

Eating meals with friends is important to him particularly when he has friends over to grill in the summer.

He expects to make purchases easily and has a disdain for entering credit card information.

Solutions for Deane:

- A clean, clear, and transparent aesthetic that surpasses 1stDibs and eBay.
- Opportunity to **trade-in** furniture for credit via Rarify to purchase other items.
- Searchable by Uniqueness
- use Apple Pay, Venmo, or Paypal accounts to check out without any trouble.
- profile creation allows preference (Haas Brothers) to be integrated in search algorithm
- searchable by **sets** of furniture
- searchable by amount of cushion (**comfort**)
- links to **historical resources** are available for each piece
- furniture design features are highlighted and **explorable**
- easy link to **social media** for posting upon purchase



Bernie De La Flore

Arbiter of Taste at De La Flore Design

Demographic:

56

Married

No Children

Bachelors in Interior Design

\$1.2 Million

New York, NY

*Has 3 Samoyed **dogs** named Marylin, Betty, and Gwen and is obsessed with showing them at dog shows.*

*Has a **condo** in the city and a **small house** in Nantucket.*

*Collects Nantucket **basket** handbags.*

Ernie's Story:

Is a personal decorator and stylist for many clients in Nantucket and NYC.

Very connected. Networker. Schmoozer. Lives a luxurious life with all of the fine things. Is actually friends with Ina Garten and lets everyone know. Controls his husband's life.

Egotistical. Doesn't mind making people wait. Shows up at his office whenever he wants and often irregularly and without warning. Appearing important is important to him.

Uses Rarify to find furniture and accessories for himself and for his clients. Generates over \$568,000 of sales through the Rarify website annually.

His business is going really well and Rarify offers much of the same stock that Istdibs offers but at a more affordable price and in a more interesting... curated way. He is able to inflate the prices based on what he shows his clients on Istdibs, but he usually buys furniture through Rarify.

He has another designer who works with him and finds the pieces. He has a small inventory that he has while trading but mostly does direct sales from Rarify and Istdibs to his clients.

Rarify is a better deal for him, so they use it first when shopping for specific pieces. They also like the credit that they can build with Rarify. **They offer furniture removal as a service for clients which allows them to profit from the furniture that they are removing from a residence.**

Ernie's Needs:

He wants a streamlined way to list furniture from his clients either for them or for himself, without any fuss and without having to do much of any work.

He wants a way to track the value of the furniture that he invests in. His house and especially his residence in Nantucket are filled with rare, antique, vintage, or prototype pieces that are at high values.

His clients are high end individuals and they want the very best. They don't care so much about the actual cost of things within reason. He wants to be able to send them examples of specific pieces for them to assess before purchasing.

He wants a clean interface that allows him to see previous purchases, current orders, lead times for purchases, the rarity, the value.

He needs a way to quickly output an assemblage of furniture options from the website to show clients or a way to easily download the images.

He wants to be able to filter his searches for furniture based on style, age, rarity, cost, material, color, fabrication method, make, designer.

Solutions for Ernie:

-A clean, clear, and transparent aesthetic that surpasses Istdibs, that is also clean and easy to share via e-mail, text, or social media accounts/messengers.

-Opportunity to trade in furniture for credit via Rarify to purchase other items. Additional service to pick up old furniture and list it on consignment or sell.

-Searchable by uniqueness, style, age, rarity, cost, material, color, fabrication method, make, designer.

-User information on previous purchases, current orders, lead times for purchases, the rarity, the value.

-Feature that allows pieces to be assembled on screen to test out arrangements and provide branded output for designers and dealers to be able to convey to clients.

-Investment analysis visible on a page that allows multiple pieces or an inventory to be accounted for with different options for graphics and output. Collections can be treated like investment stocks.



Kevin Bautista

Full Stack Developer

Demographic:

29

Long Term Boyfriend

No Children

Masters in Web Development

Bachelors of Computer Engineering

\$138k Salary

San Francisco, CA

Loves various **dance** classes and clubs, especially **Salsa**

Has **dinner parties** with friends where they are all very **gourmet**

Reads *New York Times*, heavy into **Reddit**, and very fluent and active on **Twitter**

Kevin's Story:

He has gone through a variety of office chairs and tends to go through one chair every 9 months or so. He has not been able to find a comfortable chair to work from home which is where he does the majority of his work.

He likes to spend money on the furniture because he feels like he can afford it as a business expense. He also likes nice things in general.

Catchy advertisements for bespoke box, thera gun, Bonobos, etc. appeal to him and he purchases items that are advertised to him through instagram.

He uses Reddit to look up all of the different reviews on things as well as deep internet hole content for entertainment.

Tends to be a bit of a loner in general even within his relationship. Lives in a high rent part of the city with limited space.

Loves to do things outdoors on the weekends. Particularly enjoys taking a kayak on the bay or going to the botanical gardens or the beach.

Kevin's Needs:

He needs a good chair this time (although he does tend to enjoy the process of shopping), something that is supportive, but isn't too visually heavy because his apartment is so small. It also cannot take up a large footprint.

He wants to know that what he is buying is somewhat expensive because he likes to feel like he deserves nice things because of how hard he works.

Kevin likes that the advertisements for Bespoke box and Bonobos are things that just popped up on his targeting ads and he likes the fluidity of scrolling, clicking the ad, and being able to convincingly purchase something without thinking about it too much or having to leave the toilet while he buys it.

He doesn't have a great sense of style but he trusts the opinions of his design friends.

He needs a fluid experience that doesn't require him to know too much about designer names etc. but he should be able to search the names that friends (or reddit) suggests.

Enjoys shopping experiences particularly when it comes to expensive items, he may casually search for an item he needs over several months and then impulse purchase the item at random.

Wants to feel like he is purchasing from a high end purveyor.

Solutions for Kevin:

-The ratings can be based on comfort level and include a rating for lumbar support, arm support, and head support

-Rarity value gives the understanding of expense

-Should have a fluid experience going from advertisements to individual items to purchasing

-Some connection to social media to allow his friends to give him input or help with taste

-Could have a plug-in for Chrome that would allow to select text from Reddit or another site and directly link to furniture by designer name and or type of furniture.

-Have a running catalogue of favorited items that he can keep referring back to over an extended period of time

opportunity for analysis, look at one high end purveyors, haberdashers, furniture stores etc.



Margaret Beekman LeChiff

Board Member at University Club

Demographic:

51

Married

3 Children

BA in Anthropology

\$65.1 Million Net Worth

Upper East Side, NYC

*Very involved in NYC **elite** politics. Loves dressing up for any **Gala**. Obsessive about connecting people.*

*Reads *The New York Times*, *The New Yorker*, **Vogue**, *Cosmopolitan*.*

*Has a place in the **Hamptons** and lives 2 doors down from **Calvin Klein**, they occasional have small talk*

Midge's Story:

Midge, as her close friends refer to her, is constantly refurnishing her personal properties as well as her family properties. She loves getting a good deal and enjoys the process of finding bargains, even though she really does not need to, it exercises her competitive need.

She is one of the heirs to the Beekman family estate as well as a distant Corsican family heir.

Status is very important to her and she sees her eye for interiors to be part of the narrative that she expresses to people when they visit any one of her homes.

She views the furniture she currently owns as a large collection that could one day be in a museum or larger collectors possession. It is not important to pass the furniture down to the children, she does it for her, they don't seem to be interested anyway.

Her collection is immense and ranges from 19th century fainting couches to Heatherwick Studio's Aluminum Extrusion Bench.

Any of the furniture she buys is at least museum quality if they are vintage and the new furniture she buys tends to be lesser known designers who she thinks may become famous or extremely experimental designs.

She is not very computer literate but does know how to use e-mail relatively well and can open attachments.

Midge's Needs:

She wants to buy new outdoor furniture for her penthouse terrace in Manhattan. She is tired of the current pastiche of furniture she has out there which is a greatest hits of high modernism.

The designer Max Lamb is her new obsession and she would like to get several pieces as focal points in the new furniture layout for the terrace.

Her confidant and friend / Interior Decorator is Jacelyn Worthington who is a well known decorator especially in NYC elite circles and a few Hamptons circles. Jacelyn purchases all of the furniture for her out of an expense account. She currently uses printed pages to make suggestions for Midge, which are left in a portfolio on the desk of whichever current residence she resides.

Midge might take anywhere from 2-6 months to come to a decision based on Jacelyn's recommendations, but she will push Jacelyn to find better pricing and provide her multiple options.

She also has accounts on eBay and Istdibs that she has a casual trigger finger on.

She purchases furniture both in large bulk purchases to completely refurbish a room or area of a property. The old furniture goes into storage. She also just buys individual pieces she likes and has them switched out or put in storage for later use.

Furniture is a bit of a hobby for her and occupies 20% of her time.

She wants to be known for having an impressive furniture collection and view many of the pieces in the way some collectors view fine art.

Solutions for Midge:

- Need to sort furniture by outdoor as a filtering option
- Search by designer and view furniture contextually
- Interface to view multiple pieces of furniture together to potentially purchase as a collection, should be easily shareable as well.
- Show competitive pricing relative to Istdibs and eBay etc.
- Feature to allow collection purchases and have "buy now" i.e. amazon feature on individual pieces.
- Make interface so enjoyable to use that she wants to use it like a game see bruno-simon.com

-Have a social media feature that allows her to share either publicly or privately, her collection as part of her Rarify profile.