



## Sarah Thompson



Age  
26 years



Location  
USA



Occupation  
Digital  
Marketing  
Specialist



Marital Status  
Married

## About

Sarah is a 26-year-old digital marketing specialist working at a mid-sized e-commerce company. She is tech-savvy, career-driven, and spends a significant portion of her day online. She enjoys shopping for electronic gadgets, especially the latest smartphones and tablets, and often looks for deals through various online platforms. Sarah is passionate about staying updated on trends in both technology and fashion, and making a positive impact in the world.

## Goals & Needs

- Find great deals on high-quality electronic gadgets, especially smartphones and accessories.
- Save time by quickly accessing products that meet her interests and budget.
- Stay informed about upcoming sales, auctions, and exclusive offers.
- Make smart purchasing decisions based on trusted reviews and recommendations.
- Discover unique products she wouldn't find in typical retail stores

## Motivations

- Getting the best value for her money, especially when bidding on electronics.
- The thrill of winning auctions and feeling like she's outsmarted competitors.
- Convenience in shopping through her preferred device (smartphone) without needing to visit multiple platforms.
- Desire for exclusivity, to own products that are limited or harder to find in stores.

## Everyday Activities

- Morning: Checks emails and social media updates. Reviews her watchlist on the online bidding site to check for updates.
- Work Hours: Engages in digital marketing activities but often keeps an eye on ongoing auctions or notifications on her phone.
- Evening: After work, she browses bidding platforms and checks for new gadgets or accessories to bid on. She reads through product reviews, engages with community comments, and places bids if she finds a good deal.
- Weekends: She spends more time comparing gadgets, bidding more aggressively, and exploring niche products.

## Frustrations

- Losing bids after investing time tracking an item.
- Overwhelming choices or cluttered interfaces, which make browsing difficult.
- Not receiving updates on bids or when outbid, leading to missed opportunities.
- Slow loading times or a non-user-friendly mobile experience, especially when she's on the go.
- Unclear product descriptions or lack of sufficient information about the item she's bidding on.

## Device Usage

- Primary Device: Smartphone (90% of the time) – She uses her phone to browse the bidding site, place bids, and track auctions while multitasking.
- Secondary Device: Laptop (10% of the time) – Used for a more in-depth exploration of products and reviews when she's at home.
- Favorite Apps: Social media (Instagram, Pinterest), e-commerce apps (Amazon, eBay), and product review platforms.