



AGE 22

GENDER Female

OCCUPATION Student

TECH LITERATE High

“ I love collecting crystals for their energy and purpose. I would like to have a place where I can learn more about them, such as important details like dimensions and properties.

Bio

Stefani is an artsy and creative computer-science student who has a passion for crystals and their aesthetics. She loves collecting them, not only for their zodiac energy but also for their beauty. She often buys them based on their meanings, such as healing, creativity, or protection. She prefers a visually appealing shopping experience with clear descriptions and proof of authenticity. Since she's on a student budget, she looks for affordable yet high-quality options.

Core needs

- Detailed description of stones: size, color variations and realistic photos
- Affordable prices and authenticity certificate
- An easy-to-use website with a soothing color scheme

Frustrations

- Unclear or missing information
- Fake or overpriced crystals
- Misleading photos
- Unavailable products
- Overwhelming choices without guidance