

# STILED'S IDEAL CUSTOMER PROFILE (ICP)

*Based on product design, problem being solved, and market opportunity*

---

## 🎯 PRIMARY ICP

### The Fashion-Frustrated Online Shopper

---

## 👤 WHO THEY ARE

#### Demographics:

- **Age:** 18-35 (Gen Z and Millennials)
- **Gender:** All genders (slight female skew in fashion tech)
- **Income:** \$30K-\$80K (conscious of value, not luxury shoppers)
- **Location:** Urban/suburban, primarily US (North America focus)
- **Education:** College students through young professionals

#### Psychographics:

- **Fashion Interest Level:** Medium to high
  - Care about how they look
  - Want to stay current with trends
  - But NOT fashion experts
- **Digital Behavior:**
  - Shop online frequently (5+ times per month)
  - Use multiple e-commerce sites (not loyal to one retailer)
  - Comfortable with AI/tech tools
  - Active on social media (Instagram, TikTok)
  - Browse fashion content regularly
- **Shopping Mindset:**
  - **Value-conscious** (care about getting it right, not just cheap)
  - **Decision-anxious** (overthink purchases, high cart abandonment)
  - **Return-averse** (hate the hassle of returning items)

- Inspiration-driven (need ideas, not just products)
- 

## 💔 THEIR CORE PAIN POINTS

### 1. FIT ANXIETY

"I never know if it'll actually fit my body"

- Every brand sizes differently
- Can't try on before buying
- Tired of returns and exchanges
- Wasted money on things that don't fit

### 2. STYLING CONFUSION

"I buy pieces but don't know what to wear them with"

- Closet full of clothes, nothing to wear
- Items sit unused because they don't pair with anything
- Don't know how to build complete outfits
- Missing the guidance of in-store shopping

### 3. PERSONALIZATION UNCERTAINTY

"Does this actually work for ME?"

- Colors that look good on models might not suit them
- Unsure what styles flatter their body type
- Don't know if it fits their lifestyle/location/occasions
- No one considering their unique attributes

### 4. FRAGMENTED TOOLS

"I have to use 10 different apps to figure this out"

- Pinterest for inspiration
  - Size charts for fit
  - Friends for opinions
  - Reddit for reviews
  - Nothing brings it all together while they shop
-

## WHAT THEY'RE LOOKING FOR

### Must-Haves:

- **Works everywhere** - Not another standalone app
- **Real-time help** - Guidance while they're actually shopping
- **Smart sizing** - Confidence the size will fit their body
- **Outfit building** - Show me what to pair this with
- **Personalized** - Based on MY body, tone, style, life
- **Cross-platform** - One profile across all shopping sites

### Nice-to-Haves:

- Access to human stylists (when AI isn't enough)
  - Virtual try-on visualization
  - Wardrobe management
  - Community/inspiration feed
- 

## ECONOMIC CHARACTERISTICS

### Spending Behavior:

- **Online fashion spend:** \$100-\$300/month
- **Return rate:** High (25-30% of purchases)
- **Shopping frequency:** Multiple times per month
- **Price sensitivity:** Medium (value matters, but will pay for confidence)

### Willingness to Pay for STILED:

- **Price sweet spot:** \$5-10/month
  - **Value calculation:** "If this saves me one return, it pays for itself"
  - **Upgrade potential:** Will pay \$10-20 for premium features
  - **Alternative spending:** Currently spending on:
    - Time wasted on returns
    - Items that sit unworn
    - Occasional stylist consultations (\$50-200/session)
-

## 🎯 BEHAVIORAL SEGMENTS

### Segment 1: The Serial Returner (30-40% of ICP)

- Returns 30%+ of online purchases
- Main issue: Fit uncertainty
- High pain = high willingness to pay
- **Entry point:** Fit scoring and smart sizing

### Segment 2: The Style Seeker (25-35% of ICP)

- Browses fashion content daily
- Buys individual pieces, can't style them
- High inspiration, low execution
- **Entry point:** Outfit pairing and styling suggestions

### Segment 3: The Decision Paralyzed (20-30% of ICP)

- High cart abandonment
- Overthinks every purchase
- Needs all three: fit, styling, personalization
- **Entry point:** Comprehensive solution (all features)

### Segment 4: The Busy Professional (10-20% of ICP)

- Values time over money
- Wants to look good with minimal effort
- Will pay premium for speed/convenience
- **Entry point:** Quick outfit suggestions, stylist access

---

## 🚫 WHO IS NOT YOUR ICP

### ✗ The Fashion Expert

- Already knows their style cold
- Confident in sizing across brands
- Doesn't need guidance
- **Why not:** Won't pay for something they don't need

## **The Luxury Shopper**

- Only shops high-end boutiques with personal shoppers
- Has in-person relationships with sales associates
- Price is not a concern
- **Why not:** Already has personal styling services

## **The Bargain Hunter**

- Only cares about lowest price
- Shops clearance/outlet only
- Doesn't care about styling or fit
- **Why not:** Won't pay subscription, low engagement

## **The Rare Shopper**

- Buys clothes 1-2 times per year
  - Not active online
  - Minimal fashion interest
  - **Why not:** Not enough usage to justify subscription
- 

## **GEOGRAPHIC ICP**

### **Primary Markets:**

#### **United States (Focus first)**

- Highest online fashion spending
- Largest AI shopping assistant market
- Your beachhead (Arizona) is here
- Language: English

#### **Secondary Markets (12-18 months):**

#### **Canada & UK**

- Similar shopping behaviors
- English-speaking
- High online adoption
- Similar fashion sensibilities

## **Future Expansion (24+ months):**

### **Western Europe, Australia**

- After product-market fit in English markets
  - May require localization
- 

## **LIFESTYLE & OCCASIONS**

### **When They Shop:**

- **Evening browsing** (after work/school)
- **Weekend deep dives** (researching purchases)
- **Seasonal updates** (new wardrobe needs)
- **Event preparation** (specific occasion coming up)

### **What They're Shopping For:**

- **Everyday basics** (work, casual wear)
- **Social events** (dates, parties, dinners)
- **Professional attire** (interviews, meetings)
- **Seasonal updates** (new trends, weather changes)
- **Special occasions** (weddings, events)

### **Where They Shop:**

- **Fast fashion:** Zara, H&M, Urban Outfitters
  - **Mid-tier:** Madewell, Everlane, Reformation
  - **Online pure-plays:** ASOS, Revolve, Fashion Nova
  - **Department stores online:** Nordstrom, Bloomingdale's
  - **Variety:** 5-10+ different retailers per month
- 

## **HOW THEY DISCOVER SOLUTIONS**

### **Current Discovery Channels:**

- **Social media:** TikTok fashion hacks, Instagram outfit inspiration
- **Fashion influencers:** Follow styling content creators
- **Reddit/forums:** "Help me style this" communities

- **Friends:** Text photos asking "does this work?"
- **Review sites:** Read experiences before trying new brands

### **How They'll Find STILED:**

- **Influencer partnerships** (fashion TikTok/Instagram)
  - **Fashion communities** (Reddit, Discord)
  - **Content marketing** ("how to build outfits" → STILED solution)
  - **Browser extension discovery** (Chrome Web Store)
  - **Word of mouth** (viral sharing of good fits)
  - **Stylist network** (professional stylists recommend to clients)
- 

## **ICP SUMMARY (One-Pager)**

**WHO:** Fashion-conscious 18-35 year olds who shop online frequently across multiple retailers

**PROBLEM:** Struggle with fit uncertainty, styling confusion, and personalization gaps when shopping online

### **BEHAVIOR:**

- Shop 5+ times/month across 5-10 sites
- Return 25-30% of purchases
- Actively seek inspiration but can't execute
- Willing to pay \$5-10/month for solution

### **PSYCHOGRAPHICS:**

- Care about appearance but not fashion experts
- Decision-anxious about online purchases
- Want help but don't want personal stylists
- Value convenience and confidence

**ENTRY POINT:** Browser extension that works everywhere they shop

**MONETIZATION:** Freemium → \$5-10 subscription → affiliate commissions → stylist marketplace

**COMPETITIVE INSIGHT:** They don't want another standalone app (have too many). They want help at point of purchase across ALL sites.

---

## GO-TO-MARKET IMPLICATIONS

### Phase 1: Early Adopters (Your Current Focus)

- **Who:** College students, fashion enthusiasts ages 18-25
- **Why:** Most fashion-anxious, lowest income (need solution most)
- **Where:** ASU, fashion clubs, college campuses
- **Message:** "Never worry about fit again"

### Phase 2: Mass Market (6-12 months)

- **Who:** Young professionals ages 25-35
- **Why:** More disposable income, willing to pay premium
- **Where:** LinkedIn, professional networks, coworking spaces
- **Message:** "Look professional, shop confident"

### Phase 3: Expansion (12-24 months)

- **Who:** All online fashion shoppers with fit/styling anxiety
  - **Why:** Proven product, clear ROI
  - **Where:** Everywhere (viral growth, SEO, paid)
  - **Message:** "Your personal AI stylist, everywhere you shop"
- 

## ULTIMATE ICP STATEMENT

**"STILED is for fashion-conscious online shoppers aged 18-35 who care about looking good but lack confidence in fit, styling, and personalization when shopping across multiple e-commerce sites. They're tired of returns, wasted purchases, and fragmented tools. They want a comprehensive AI assistant that works everywhere they shop and gives them the confidence to buy what actually works for their unique body, style, and life—all for less than a single coffee per week."**

---

This ICP drives everything: product features, marketing messages, pricing, partnerships, and growth strategy.