

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)
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💔 **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
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✓ 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
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💰 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)
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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
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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
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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)
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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.