



# Persona

- **Demographics**

- Profile    Namita Thapper
- Gender    Female
- Age        32
- Location   Brampton , CA
- Job         Purchasing department manager;\$76k

- **Goals**

- Needs a ss(4A) width shoe
- Would like to purchase several pairs to fit occasion ,style and color
- Hopping to find that she doesn't have to sacrifice styles or options when searching

- **Frustrations**

- Not being able to filter available shoes by width
- Getting far fewer options when she applies width filter
- No other recommended shoes when she's looking at a pair she particularly likes