



# Sophie James

## About



29



Bachelor's



Vancouver



Single



IT Employee

“I just want to be able to find what I want and I want to find it in my size”

## Goals

- To wear the latest trending outfits and keep her wardrobe up to date
- Finding great deals and discounts

## Pain Points

- Is not able to find what she wants from the categories
- Thinks the sizing charts unreliable
- Gets annoyed when ads interrupt her shopping process.