

Persona for Fit Factory App

Name: Sarah Thompson

Age: 28

Location: Seattle, WA

Occupation: Digital Marketing Specialist

Tech Savviness: High – Uses multiple apps for shopping, organization, and social media.

Goals & Needs

- Wants an efficient way to **organize and track her wardrobe**.
- Prefers a **visual representation of outfits** to plan looks in advance.
- Needs reminders on **when to wear certain outfits** and **track clothing usage**.
- Interested in **sustainable fashion choices** and **budget tracking** for new purchases.

Pain Points

- Frequently forgets what clothing she owns and **buys duplicates**.
- Struggles to **put together outfits** quickly in the morning.
- Wants to reduce clutter but **has trouble deciding what to keep or donate**.
- Doesn't have a **centralized place** to track her wishlist and purchases.

Behavior & Preferences

- Enjoys **Pinterest-style outfit planning** with drag-and-drop features.
- Shops from multiple brands and prefers apps with **seamless online integration**.
- Likes clean, minimalistic **UI with pastel color schemes** and intuitive navigation.
- Uses **reminders and notifications** to plan outfit rotations for events and seasons.