USER PERSONAS FOR A JEWELRY WEBSHOP:

**ERICA**

A person sitting on a bench

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**“Elegant“**

Age: 35

Occupation: Marketing Manager at a luxury fashion brand

Location: New York, USA

Personality Traits: Elegant Erica is a sophisticated and fashion-conscious individual. She values high-quality, unique pieces that complement her refined taste. She is detail-oriented and appreciates the craftsmanship that goes into each piece of jewelry. She follows the latest fashion trends and likes to stay ahead of the curve.

What she's looking for from a webshop: Erica is looking for a curated collection of designer jewelry that reflects her exquisite style. She seeks an intuitive and aesthetically pleasing website that makes her online shopping experience seamless and enjoyable. She values personalized recommendations based on her previous purchases and browsing history.

**SARAH**

**A person in a brown coat

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**“Sentimental“**

Age: 45

Occupation: Stay-at-home mom and part-time writer

Location: London, UK

Personality Traits: Sarah is sentimental and values the emotional connection behind every piece of jewelry. She loves timeless designs and often sees jewelry as a way to cherish and celebrate special moments in life. She enjoys exploring the stories behind different collections and prefers pieces that have a deeper meaning.

What she's looking for from a webshop: Sarah is looking for a website that emphasizes the emotional value of jewelry. She appreciates a platform that allows her to customize and personalize jewelry for special occasions. A user-friendly interface with a section for personalized engraving and gift wrapping is essential for her. She values clear information about the craftsmanship and materials used in each piece, along with heartwarming stories associated with the designs.

**BIANCA**

**A person sitting on a bench

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**“Budget-friendly“**

Age: 28

Occupation: Accountant

Location: Toronto, Canada

Personality Traits: Bianca is pragmatic and careful with her spending. She enjoys finding quality items at affordable prices and is diligent in researching her options. She has an eye for fashion and keeps up with the latest trends while remaining budget-conscious. Bianca is organized and values practicality in her purchases.

What she's looking for from a webshop: Bianca is seeking a wide selection of modern and affordable jewelry. She appreciates a well-organized website that allows her to filter and compare products easily based on price, style, and materials. She is interested in special promotions, loyalty programs, and informative product reviews to ensure she's making a cost-effective purchase. Detailed product descriptions and clear return policies are important for her decision-making process.