

Persona

Name: Gerald Thompson

Relevant Quote: “When I set a goal, I give 100% to achieve it. Not immediately, but definitely”.



Demographics:

Age: 21-23

Gender: Male

Occupation: Final-year university student

Location: London, UK

Relationship Status: Single

Title: Mr

Education: Bachelor's degree in progress

Goals and Challenges:

- Secure his first professional job
- Feel confident and well prepared for interviews
- Make a lasting positive impression on employers

Motivation

- Wants to make a great first impression in job interviews
- Aspires to kickstart his career with confidence
- Values professionalism and knows attire plays a role in success
- Seeks an accessible solution without financial strain

Frustrations:

- Cannot afford to buy a formal suit on a student budget
- Limited knowledge of where to borrow or rent a suit
- Worried about finding the right fit and looking presentable
- Concerned about comparing with well-dressed candidates who may have more resources.

User Story:

As a final-year student preparing to enter the job market, I want access to a practical and affordable suit borrowing service, so that I can dress professionally for interviews without the financial burden of buying a suit.

User Scenario:

Gerald, a final year student at Roehampton University, is actively applying for jobs in his field. He knows that making a strong first impression at interview is crucial, but buying a new suit is too expensive.

Living in student accommodation with limited storage, he prefers to borrow a well-maintained suit for a short time rather than owning one. He looks for an easy-to-use website that offers a variety of sizes and styles, with clear size guides to ensure the right fit. Affordable or free options with flexible returns, ideally near campus or with online booking, would be ideal.

This service would help Gerald present himself smartly and professionally without financial strain.