

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

Background Description:

Gerald is a final year student at Roehampton University, preparing to enter the job market. He is ambitious and determined to secure his first professional role. Despite his strong mindset, he lacks the financial means to invest in a high-quality suit for interviews. He understands the importance of looking professional but is seeking a practical and affordable solution.

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.

Expectations:

- A simple, easy to use borrowing service
- A variety of well-maintained suits in different sizes and styles
- Affordable or free access with flexible return options
- Guidance on dressing professionally for interviews

Environmental:

- Lives in student accommodation with limited storage space
- Needs convenient service near campus or online booking options
- Preparing for a competitive job market with little professional experience