

Persona 2

Name: Ruby Bennet

Relevant Quote: “Confidence starts with feeling good in what you wear, whether in the gym or at an interview.”



Demographics:

Age: 21-23

Gender: Female

Occupation: Final-year university student

Location: London, UK

Relationship Status: Single

Title: Miss

Education: Bachelor's degree in progress

Goals and Challenges:

- Stay active with proper workout gear
- Secure her first professional job
- Feel confident in both fitness and professional setting
- Make a lasting positive impression on employers

Background Description:

Ruby is a final year student passionate about fitness and maintaining a professional appearance. She is preparing for her career while balancing her education and personal well-being. Despite her enthusiasm, she struggles to afford high quality workout gear and professional attire for her job interviews. She wants practical, budget friendly solutions to maintain confidence in both areas.

Motivation

- Wants to look good and feel confident without overspending
- Values confidence, health and professionalism
- Seeks affordable and accessible clothing solutions

Frustrations:

- Limited budget for fitness and formal wear
- Struggles to find quality attire without high costs
- Worried about presenting herself well in job interviews
- Also worried about straining herself in unfit clothing for fitness sessions

Expectations:

- A simple, affordable borrowing service
- Access to well maintained workout and professional outfits
- Convenient locations or online booking options

Environmental:

- Lives in shared rented accommodation with limited space
- Wants to maintain an active lifestyle while job hunting
- Preparing for a competitive job market