



Name: Sarah
Age: 20
Location: Norway
Occupation: Student
Quote: “I love fashion.
Wearing something
colorful makes me
happy.”

- Interests:
- Fashion
 - Photography
 - Movies
 - Music
 - Nature
 - Environmental care

Social media and
devices:





Bio:

Sarah is a 20 year old student from Norway. She has been interested in fashion since middle school. She enjoys spending time in the nature and she is very environmentally-conscious. She is introverted, friendly, creative and open to experiment. In her free time Sarah likes to watch DIY tutorials and tries to make something new out of things she no longer uses. Sarah also enjoys drawing inspiration for her outfits and fashion sense through the social media she uses.

Recently, she has started to think more about the impact that the fashion industry has on the environment. Because of this she would like to find a website which talks about topics such as fast fashion, child labour and etc.

Gains:

Sarah has a hectic life and she doesn't use her laptop much. For this reason she feels most comfortable with websites that have both desktop and mobile version. She is most likely to visit sites that allow her to pin the articles from it on Pinterest. She likes consistent design across all the pages from the website.

Pains:

She doesn't like neon colours and design that seems complex. Sarah is frustrated by websites that have a lot of pop-up ads. When she is browsing a website she gets annoyed by ads in general because she is there to read about content that interests her and ads are distracting.

Business objective:

The main business goal for this website is to raise awareness about the impact fashion industries have on the environment and encourage visitors to share the information with their friends and family by recommending them to visit this website.