

Type: Primary



Name: Ionescu Ioana

Background: Ioana comes from a modest family, where she was raised with strong values of determination and resilience. Encouraged by her family's support, she excelled academically and developed a passion for learning and personal growth

Date of Birth: 10/23/2001

Gender: Female

Location: Iasi, Romania

Work place: Mamma Mia, Waiter

School: Faculty of Economics and Business Administration, Alexandru Ioan Cuza University, in Iasi.

Technology Level:Advanced

Main Points

- she is tech-savvy and enjoys exploring new apps and gadgets
- she values quality and affordability when it comes to purchasing products
- Ioana is active on social media platforms and often seeks recommendations from his friends

Goals

- Practical Goals:
 - Find high-quality products within his budget
 - Save time by quickly accessing product information and recommendations
- Personal Goals:
 - Efficiently manage her time and budget
 - Make informed purchasing decisions
- Business Goals:
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Frustrations and Pain Points

- lack of reliable recommendations tailored to his preferences
- the application is hard to load

Detailed Description

Ioana, a 21-year-old student who lives in Iasi, leads her busy life balancing studies, part-time work and social activities. Free time is highly valued by her and she likes to travel every chance she gets. Using technology for many years, she relies heavily on digital tools and platforms to efficiently manage her tasks and stay connected with her social circle. However, Ioana often has difficulties when making purchase decisions, mainly because of her tight budget because she wants all the savings to go into the travel fund and on the other hand the overwhelming number of options available on the market. Fashion for Ioana is a personal thing. "but" the cost issue comes when she wants to get cheap fashion clothes and accessories that fit her budget. She wants online platforms that can help her find new items for sale in the fashion industry and discover current trends, as well as suggest what she should do in her free time based on her interests. She uses apps like "AY Outlet" to save, and to find clothes that she likes.

Scenarios

Ioana wakes up and checks her smartphone for any notifications. She opens the shopping recommendation app to browse for skincare products. She scans a QR code on a skincare influencer's Instagram post to access personalized recommendations based on her skin type and concerns. After reviewing the suggestions and comparing prices, she adds a few items to her cart and proceeds to checkout.

During a study break, Ioana watches a YouTube video featuring her favorite fashion blogger showcasing the latest trends in clothing. Intrigued by some of the items, she opens the shopping app on her tablet to explore similar products. The app uses image recognition technology to identify the items in the video and provides her with options to purchase them online.