years

Demographic

O Houston, Texas

\$50,000 PA

English

High School Teacher

Married

💭 Female

Jeanine Mathews

MARKET SIZE



15 %

TYPE

Idealist

Quote

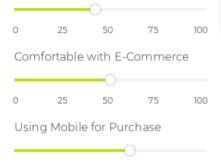
Looking for quality and trustworthy products at an ease.

Background

- Living with husband and 2 children (12 year old girl and 8 year old boy)
- English teacher in high school
- · Finds online stores quick to use
- · Uses cash on delivery (trust issues)
- · Uses mobile only in free time during the night

Skills

Technical/Using Technology



Using Desktop for Purchase



50

75

100

Goals

- · Making buying decisions for my kids
- Buying appropriate clothes before the start of season
- Buying presents for birthdays and other occasions

Motivations

- · Want to buy good quality clothes and footwear
- · Ease of purchase
- · Looking for various styles and colors of products to choose from
- Easy cash on delivery mode

Frustrations

- Don't have time to explore the actual market (price comparisons)
- · Cannot trust all online stores
- · Payment and Delivery makes me
- · Every step feedback and guidance isn't available

Technology

25





Browsers



Chrome

Brands and influencers









Source of Information







