



NAME

Sanvi Malhotra

MARKET SIZE



TYPE

Rational

Demographic

Female 24 years

Bangalore, India

Single

IT Administrator

Rs 4 LPA

English

Quote

Explore variety of categories and get every specific requirement fulfilled quickly and at a reasonable price.

Background

- Living on her own in 1BHK flat
- Working (9 to 5) as an IT Administrator in Gold Force
- Busy. No time to go to the market.
- Uses technology(mobile) first thing in the morning
- Access mails and instagram quite often
- Uses debit cards and other online payment options
- Trusts recommendations from friends and relatives rather than ads or search

Skills

Technical/Using Technology



Comfortable with E-Commerce



Uses Mobile for Purchase



Uses Desktop for Purchase



Goals

- Buying clothes and accessories at good discount and quality
- Wide variety of products to look from
- Look for good deals
- Buying everyday requirements online easily and quickly

Needs

- Compare prices
- Flexible payment options
- Quick (one click) buying options
- Faster delivery and return (refund)
- Trustful stamps and reviews
- Make deals and sales obvious

Pain Points

- Returns and refunds are nerve cracking
- Variety of products with compared MRP as well as other sites isn't available always
- Offline cart features aren't available

Technology



Browsers



Source of Information



Brands and influencers



SHEIN

