



NAME

Jeanine Mathews

MARKET SIZE



TYPE

Idealist

Demographic

Female 38 years

Houston, Texas

Married

High School Teacher

\$50,000 PA

English

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



Comfortable with E-Commerce



Using Mobile for Purchase



Using Desktop for Purchase



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 worry
- Every step feedback and guidance isn't available

Technology



Browsers



Chrome

Source of Information



Brands and influencers

