



NAME

Eliza Mirk

MARKET SIZE



TYPE

Guardian

Quote

“  
Like to shop online based on a specific collection and style that I prefer and look at actual good quality photos to make decisions.  
”

Demographic

Female  28  years

New York, USA

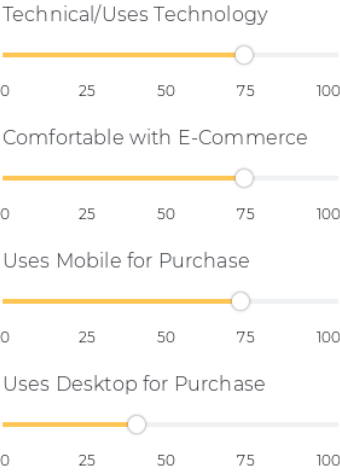
Single

Marketing Manager

\$60,000 PA

English

Skills



Technology



Browsers



Source of Information



Background

- Living on her own
- Works full time hence values shopping online
- Seeks inspiration for new decorating ideas and looks for curated collections
- Tries to find good deals and tell her friends about it
- She's trendy and knows what's in style, often visits Target
- As an informed buyer she likes to know about the product and relies on reviews, ratings and pictures

Goals

- Efficiently shop
- Support local brands without having to visit the store
- Spend less time wandering online
- Redecorate her apartment
- Good and stylish products at an affordable price
- Easy check-out system

Needs/Motivation

- Easily find what's new, so she doesn't miss new products
- Browses based on curated collections and styles
- Actual use of the product
- Easy return and refund policy
- Customer reviews and services

Pain Points

- Complicated navigation
- Not able to filter based on needs
- Unclear return and refund policy for international buyers
- Color inaccuracy of products

Brands and influencers

