



BACKGROUND

Meet Elaine Marie Benes, a 31-year-old, single, fashionable editor and writer hailing from the bustling streets of New York City. Known for her wit and independence, Elaine has an affinity for staying updated with the latest fashion trends and maintaining a versatile wardrobe. When she's not reading or writing, you can find her socializing with friends, attending art gallery openings, exploring NYC's diverse food scene, or watching and discussing movies. Adept at using the internet and e-commerce, Elaine turns to the Zara Women's Clothing Store website to find unique, stylish, and affordable clothing items that complement her existing wardrobe. Despite her expertise in online shopping, Elaine has a few pet peeves when it comes to websites, such as slow loading times, confusing navigation, inadequate product descriptions, inefficient search functionality, poorly designed checkout processes, and subpar customer service.

PERSONAL QUOTE

"I don't need a man to complete me. I just need great clothes and even better friends."
"You can never have too many little black dresses."

HOBBIES

Reading and Writing
Socializing with Friends
Attending art gallery openings and cultural events
Trying out new restaurants and food places
Watching and Discussing movies

USER PERSONA ZARA WOMEN'S CLOTHING PRIMARY USER

Elaine Marie Benes

GOALS

Elaine's primary goals for using the Zara Women's Clothing Store website include staying current with the latest fashion trends, discovering unique and affordable clothing items, and conveniently shopping online. She aims to create and maintain a versatile wardrobe that caters to various occasions, while also finding pieces that seamlessly integrate with her existing collection.

APP USAGE

Elaine is comfortable using the internet and has a good understanding of e-commerce. She regularly shops online for various items, including clothing, and is familiar with the standard online shopping process. She also uses social media platforms to stay connected with her friends and keep up with the latest fashion trends.

FRUSTATIONS

When it comes to websites, Elaine experiences a few frustrations that hinder her online shopping experience. She dislikes slow loading times and unresponsive pages, which test her patience. Complicated or confusing website navigation and layout can leave her feeling lost and irritated. Inaccurate or insufficient product descriptions and images, inefficient search functionality, and poorly designed checkout processes can make her online shopping journey unnecessarily challenging. Additionally, inadequate customer service and support, such as delayed responses or lack of assistance, further exacerbate Elaine's frustrations.

SUPPLEMENTARY PHOTOS

