



CUSTOMER AVATAR

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• Think about your ideal customer

Avatar Name?	Mary Kayange	Age?	28	Married?	Single	Children?	No
Lives where?	Nairobi, Kenya	School Attended?	University of Nairobi				
Job Title?	Marketing Manager at a Cosmetics Company	Profession?	Marketing Manager				
Income?	\$65,000/year	Political?	No				
Religious?	Christianity	Hobbies?	Shopping, Instagram baddie, loves Fashion				
Gender?	Female	Level of Education?	Bachelors Degree				

• For Business to Business customers

Industry?		Number of Employees?	
Annual Revenue?		Years in Business?	
Located at?		Sells to?	

• Go deeper. Think about a typical day in the life of your ideal customer prospect.

Favorite brands?	Zara, H&M , Topshop, Bottega Veneta, Chloe'							
Favorite Websites (website they visit frequently)?	Instagram, Rent the Runway, Stitch Fix							
Source for breaking news?	Facebook , Tiktok							
Source for industry or business news?	FashionUnited, Retail Dive, Bloomberg,							
Uses Twitter?	yes	Facebook?	yes	LinkedIn?	no	Instagram?	yes	(Yes/ No)
Who are the authority figures, thought leaders, or big brands they like or follow?	H&M ,Zara, Chloe, Loewe, Bottega Veneta							
What books/magazines does your ideal customer read?	InStyle, Elle, Vogue							
What events do they attend?	Influencer branded events, Pop-up sample sells							
Where does he/she visit a lot?	Trendy cafes, upscale bars and lounges, brunch spots							
What music does your ideal customer listen to?	Rap, Hip-hop, R&B, latest amapiano							
What movie does your ideal customer watch?	Reality TV, Awards show coverage, Romantic							



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- Dig even deeper to define your ideal customer's problems, hopes, dreams, and aspirations.

List problems your ideal customer is having that makes them an ideal customer for your business.

Overwhelming choice paralysis when shopping online

Lack of personalized styling advice beyond AI recommendations

Concerns about quality and fit when ordering clothes online

What is the worst thing that could possibly happen to your ideal customer if their problem isn't

eventually solved? She may settle for subpar clothing items that don't truly reflect her style just out of desperation to find something workable.

Her hard-earned money gets wasted on trendy pieces that don't get much wear.

How would this make your customer feel?

Disappointed in herself for not nailing her personal style

Unfashionable and like she's "fallen behind" on trends

Resentful towards fast fashion and lack of sustainable options

Jealous of friends who have personal stylists or cohesive wardrobes

How might their boss react (for business to business)?

What would their friends think?

"Mary used to be so stylish and on-trend, but lately her outfits seem uninspired."

"She doesn't seem as excited about shopping and putting looks together like she used to."

"For someone in marketing and image-conscious, her style choices have become bland and

What could happen to their career or personal lifestyle?

As a marketing professional, her unkempt style and lack of personal branding could undermine her credibility and gravitas at work.

Clients/colleagues may perceive her as unprofessional, disorganized, or not taking her image

What could be the financial consequences?

What could be the professional consequences?

It could negatively impact her ability to effectively market products/services related to fashion, beauty or lifestyle.

What could be the personal consequences?

Her self-confidence and body image issues could escalate from not feeling stylish.

She may avoid social situations where she feels insecure about her outfits.

Dating and putting herself "out there" could suffer if she doesn't feel fashionable.

What is your customer afraid of?

Feeling unstylish, frumpy and "old" before her time

Disappointing judgemental looks/comments from stylish friends

Not being taken seriously in the fashion/beauty industry

What is the best thing that could possibly happen to your ideal customer if their problem is solved?

Streamline her shopping process with tailored recommendations

Create a cohesive, versatile wardrobe that expresses her style

Provide styling guidance and curated outfit inspiration



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What would their "perfect solution" look like?

Boost her confidence and self-expression through clothing
Give her VIP personal shopper experience on her budget

What is it that they really want, more than anything else?

Mary wants to feel completely fashionable and self-assured in her style without the stress and hassle. She wants the tools and guidance to tap into her creative expression daily through clothes. She is willing to pay a premium for a personalized styling solution that streamlines her life.

What would they be willing to pay almost anything for?

She is willing to pay a premium for a personalized styling solution that streamlines her life.

What is his greatest hesitation in buying your products or services?

Mary's biggest hesitation may be uncertainty around whether a styling service can truly understand her unique aesthetic and lifestyle. She may fear feeling judged or pigeon-holed into someone else's idea of her style. She needs to feel the service can create an experience