Agile Team Project 2022 – 06 30205

User-Persona Documentation

Team AI 53

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Omar Elalfy

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Anotida Ntini

Wanpeng Zou

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Persona 1

Dahee Chen - Dressense Persona

Economics student at university. Cashier at a supermarket and private tutor.

22
Student
London, UK
Hobbies include: playing badminton regularly with friends and avid sneaker and vinyl collector.

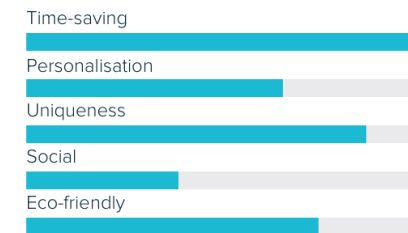Honest   Autistic   Hardworking   Empathetic

Goals
- Try to be more economical with clothing/shoe purchases.
- Try to wear older clothes more often instead of rotating new items.
- Try not to bulk order clothes monthly.

Frustrations
- Unfamiliar with outfit organisational skills.
- Fast fashion is easy to access.
- Already acquired a large wardrobe

Purchasing Motivations
Time-saving

Personalisation

Uniqueness

Social

Eco-friendly

Brands & Influencers

Bio and Challenges
Dahee is an Economics student and as well as being an enthusiastic fashion aficionado, over the last couple of months, she has been regularly shipping clothes from independent businesses internationally to keep up with the latest trends.
However, she has started to realise her wardrobe may be too big for her to handle and needs to be organised.
Dahee would like to keep track of what items she has which would help her with her autism.
She would want help in making new outfits as it would help her save time getting ready.
She would like to dig out certain items of clothing that she can wear on nights out at university.
Planning outfits allows her to work on her organisational skills as well as help her stick to a routine.

Persona 2

Omar Elsehrawy

"I believe you have to dress to impress all the time"

25
Petroleum engineer intern
Cairo, Egypt

Social   Ambitious   Fashionable

Goals

- Wants to get the most out of his large wardrobe.
- Be more representable in formal and social events.
- Having all his clothes in one place to use as a reference when shopping or choosing an outfit for daily events.

Frustrations

- Struggling to know what items are missing from his collection and what he needs to add to it.
- Not having enough time to make outfits out of his wardrobe.

Bio

A busy Petroleum engineering graduate currently working in his first job as an intern. He wants to start looking more representable and professional. He needs several outfits for social events as well as formal events. Has a large clothes collection and because of his busy routine, he is looking for ways to automate the task of choosing daily outfits so he can focus more on work and self-development to be more employable.

Purchasing motivation

Time-saving

Personalisation

Uniqueness

Social

Eco-friendly

Brands & Influencers

MANGO   BOSS HUGO BOSS   ZARA

Timberland   adidas

Persona 3

Jane Doe
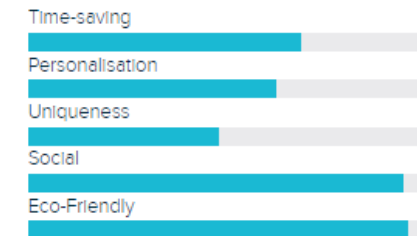
Colourblind | Eco-conscious | Well-dressed

Goals

-
- Find quality sustainable and ethical clothing when buying new items
- Organise her outfits so that she doesn't wear the same clothes on the same day of the week (+ incorporate weather into outfit choice)
- Find new outfits from the clothes she already has
- Wants to ensure she doesn't accidentally put two items together that clash in colour when putting together an outfit

Age: 21
Work: Student/Working woman
Birmingham, UK

Frustrations

-
- Hard to ensure all new purchases are sustainable, ethical, are good quality, and match with what she already owns
- Shopping for clothes and deciding on outfits when colourblind and not knowing whether certain items match
- Difficult to make the most out of her wardrobe and ensure she varies the occasions she wears different clothes

Purchasing Motivations

Time-saving

Personalisation

Uniqueness

Social

Eco-Friendly

Brands & Influencers

AMBEROOT | BEYOND RETRO VINTAGE CLOTHING | ECOSIA

Bio and challenges

- Jane has a reasonably sized wardrobe and is interested in looking her best, but isn't always up to date on the latest trendsColourblind, which makes creating outfits that don't clash in colour more challenging
- Usually buys to replace old, worn-out clothes but also enjoys treating herself on occasion if the clothes are good quality
- Wants to make the most out of the clothes she owns by finding new outfits from her existing wardrobe
- Cares about the environment and wants to ensure that the clothes she is buying are ethically sourced. She doesn't buy clothes extremely often, so when she does, she wants to make the most of them and get long-lasting quality items that match what she already has

Persona 4

Jean Claude

`Hardworking` `Busy` `Poorly dressed`

Age: 19
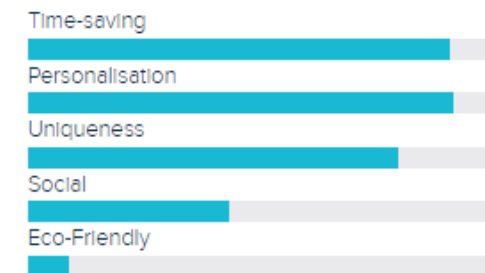Work: Student
Birmingham, UK

Goals

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-
- Expand current wardrobe to get more variety
- Make the most of clothing budget

Frustrations

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-
- Shopping for new clothes can be expensive
- Doesn't know a lot about fashion, doesn't know where to start

Purchasing Motivations

Time-saving

Personalisation

Uniqueness

Social

Eco-Friendly

Brands & Influencers

PUMA   🍎   H&M

Bio and challenges

- Jean has an extremely limited existing wardrobe with a limited range of colours and basic styles (standard jeans, t-shirts, and hoodies)
- Jean does not want to spend lots of money on clothes and so has a modest budget but would still like to be more colourful and adventurous when it comes to new styles.
- Busy and doesn't have lots of time to dedicate to choosing new clothes or putting together outfits
- Open to allowing something else to do it for him due to ignorance about what is considered stylish